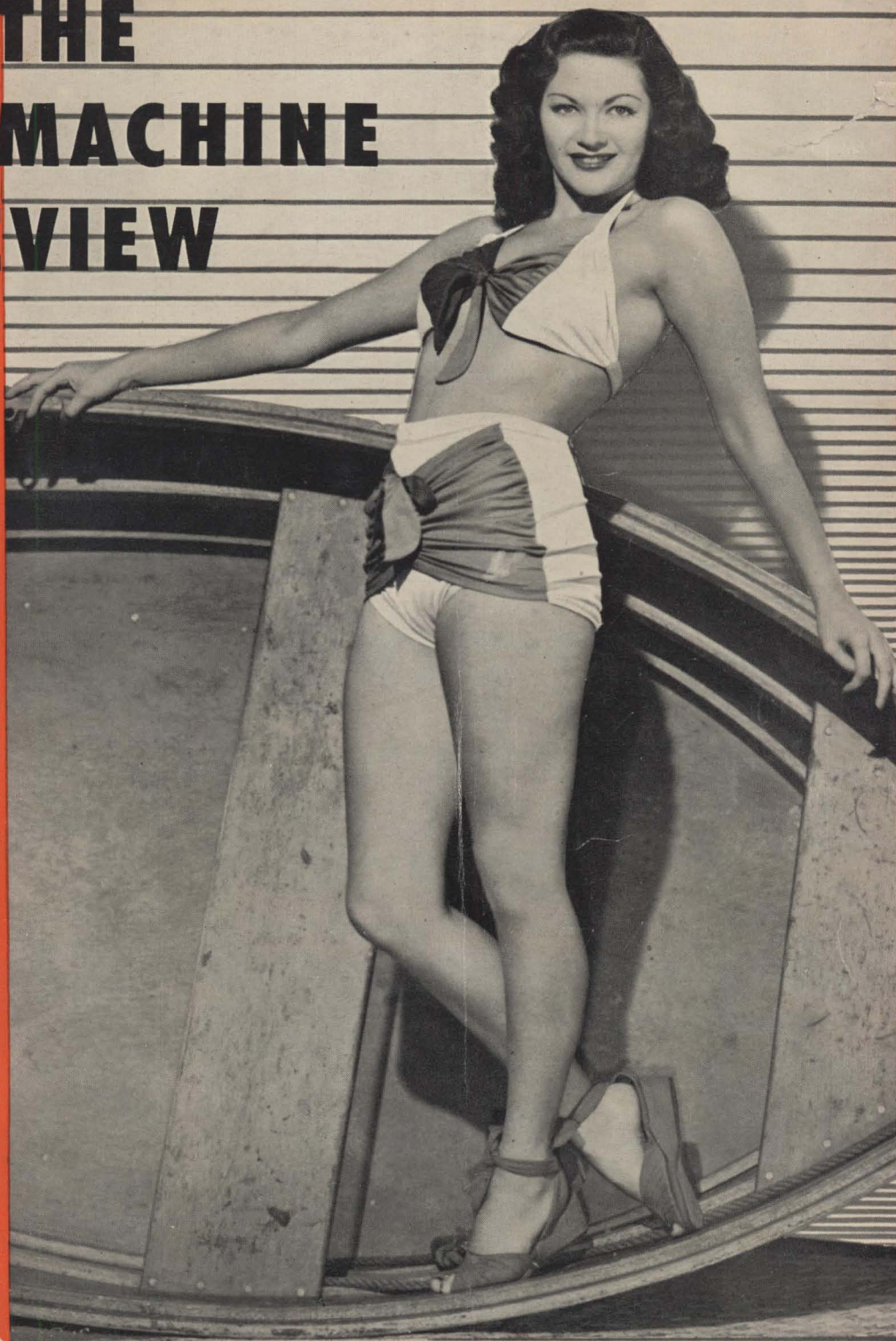


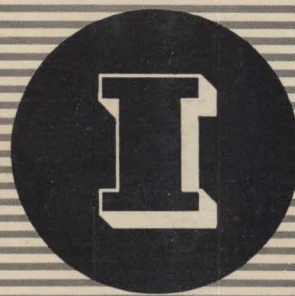
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THE COIN MACHINE REVIEW



March
1946

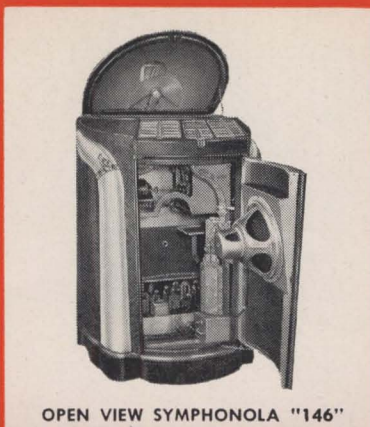
THE NO. 1 PHONOGRAPH OF OUR TIME



AUTOMATIC MUSIC INCOMPARABLE



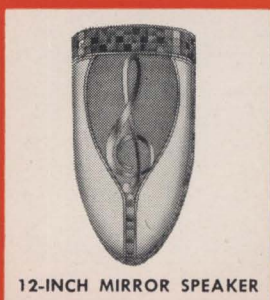
3/4 VIEW SYMPHONOLA "146"



OPEN VIEW SYMPHONOLA "146"



FRONT VIEW SYMPHONOLA "146"



12-INCH MIRROR SPEAKER



8-INCH TEAR DROP SPEAKER



1946 REMOTE
CONTROL SPECIAL

SEEBURG SCIENTIFIC SOUND DISTRIBUTION

*THE GREATEST MUSIC SERVICE
OF ALL TIME*

SEE IT—HEAR IT—INSPECT IT!
See Your Seeburg Distributor



1946 WIRELESS WALLOMATIC



1946 3-WIRE WALLOMATIC



DUAL REMOTE
VOLUME CONTROL



MASTER ELECTRONIC ASSEMBLY

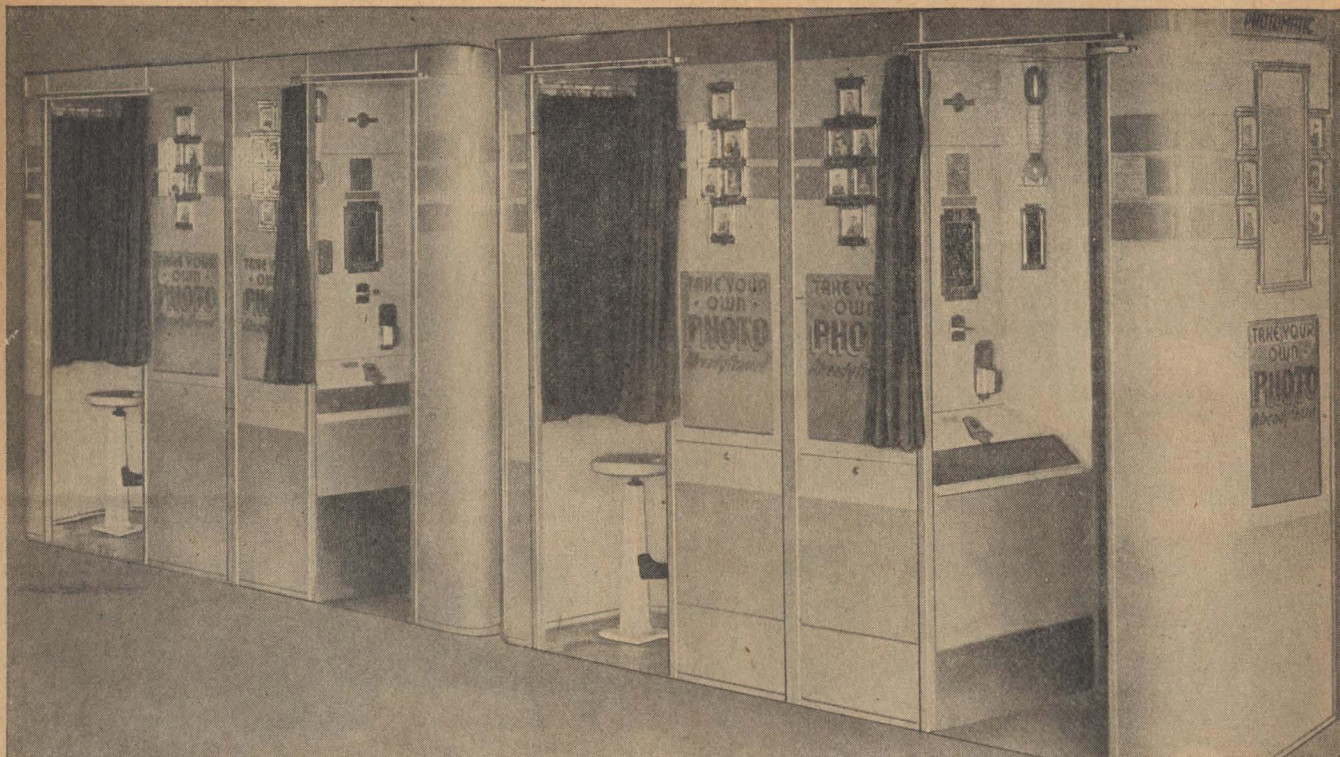
Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946
J. P. SEEBURG CORP • CHICAGO

Minthorne Music Co.
2916-20 W. PICO BLVD.
LOS ANGELES, CALIF.

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OPENING SOON
DENVER, COLORADO

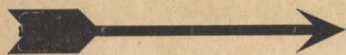
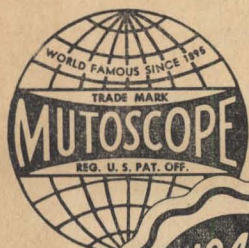


4x1=8

A REMARKABLE LESSON IN HUMAN PSYCHOLOGY,
TESTED AND PROVED THROUGHOUT THE UNITED STATES

***PHOTOMATICS in groups increase receipts in much greater proportion than a single PHOTOMATIC.**

Only a few examples: One owner placed two PHOTOMATICS where one had previously been located . . . receipts tripled! Another placed four in a group in a spot formerly having one . . . receipts increased, not four times, but **EIGHT times!**



**FILL THIS COUPON OUT —
TODAY! ORDERS NOW BE-
ING TAKEN FOR FUTURE
DELIVERY.**

*TRADE MARK

INTERNATIONAL MUTOSCOPE CORP.
44-01 Eleventh Street
Long Island City 1, N. Y.

Gentlemen:

Please send me information on PHOTOMATIC and other PROFIT-
ABLE COIN MACHINES when available.

Name _____

Address _____

City _____ State _____ 7-3

COIN
MACHINE
REVIEW

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FOR
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1946

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1, NEW YORK

The COIN MACHINE REVIEW for March, 1946, Vol. 13, No. 8. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. \$2.00 for 3 years—minimum term accepted. 50c per copy.



WATLING 5c ROLATOPS

**REBUILT AND REFINISHED
LOOK AND OPERATE LIKE NEW**

\$95.00

—ALSO—

**BLUE FRONTS
BROWN FRONTS
GOLD CHROMES
ORIGINAL CHROMES**

**FACTORY REBUILT—NEW CASTINGS
NEW CABINETS—LATEST FEATURES**

All Machines Sold On 30 Days' Guarantee

BUCKLEY TRADING POST

4233 W. LAKE ST.

CHICAGO, ILLS.

Ph: Van Buren 6636

COIN
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REVIEW

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FOR
MARCH
1946

1941 — 1946

It's been a long, long time . . .

But Gottlieb comes through
First with the Finest!

STAGE DOOR CANTEEN

At Your
Distributor
NOW!

"There is no substitute
for Quality!"



D. GOTTLIB & CO.

1140 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS

COIN
MACHINE
REVIEW

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FOR
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1946

"Smiley" is here!

Brand New Legal Counter Game

Pile the \$\$\$ with "Smiley"

Here is the game with real "appeal" that you've been waiting for . . . brand new, legal counter game . . . first postwar game that is completely NEW throughout . . . delivery—now—when we receive your orders. "Smiley" is an upright five ball counter amusement game built for penny or nickel play . . . pure amusement with skill feature . . . legal anywhere, good for closed territory . . . cabinet is wood, attractively designed with eye-appealing colors . . . simple machine to operate . . . high score 10,000 to 50,000 . . . dimensions: 25½"H x 15½"W x 8"D . . . a sure-fire hit.

Choice of large variety of colors to fit color scheme of any location

Manufacturers

Pioneer Coin Machine Co.

2634 N. Laramie Ave.

Chicago 39, Ill.

All telephones: NATional 2727

"Pioneer" will pioneer



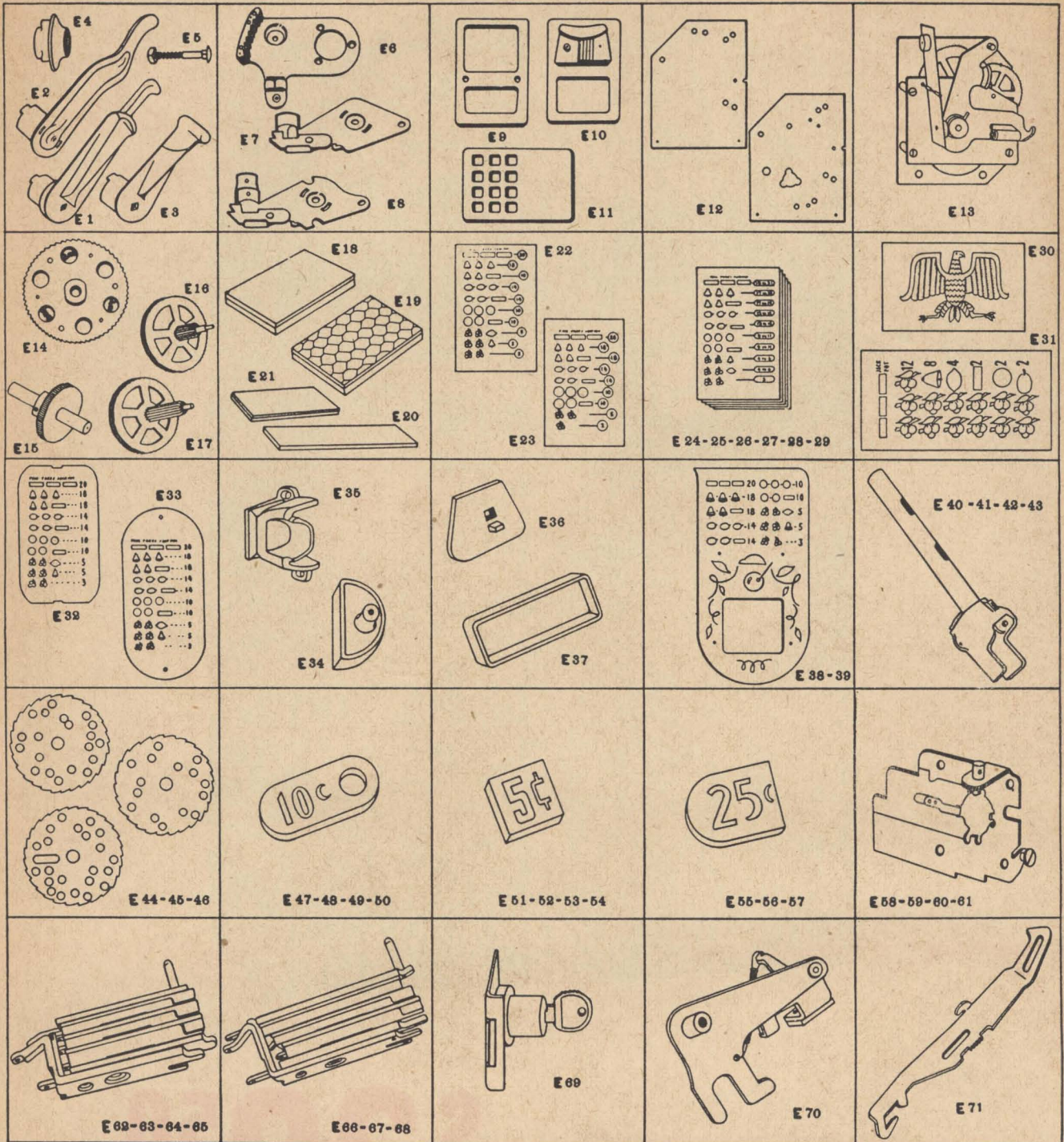
Complete

ONLY

\$39⁵⁰

See Your Nearest Distributor!

SLOT PARTS!



COIN
MACHINE
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FOR
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1946

1 Chromed Club Handle.....	\$4.95	21 Reel Glass.....	\$.50	36 Side Vendor Plug.....	\$.75	52 Price Button 10c.....	\$.75
2 Standard Handle.....	1.95	22 Award Card 3/5 Pay.....	.25	37 Gold Award Glass Plug.....	.75	53 Price Button 25c.....	.75
3 Handle for 3 Bell, Jumbo, Etc.....	3.95	23 Award Card 2/5 One Cherry Pay.....	.25	38 Etched Award Card for Chromes		54 Price Button 50c.....	.75
4 Handle Hub.....	3.25	24 Award Card Stagger 3/5 Pay.....	.50	3/5 Pay.....	4.95	55 Original Chrome Price Button 5c.....	.95
5 Handle Bolt.....	.25	25 Stagger Award Card 2/4 Pay.....	.50	39 Etched Award Card for Chromes		56 Original Chrome Price Button 10c.....	.95
6 Handle Starting Lever Bracket.....	2.45	26 Stagger Award Card 3/5 Gold		2/5 Pay.....	4.95	57 Original Chrome Price Button 25c.....	.95
7 Handle Starting Lever.....	3.45	Award.....	.50	40 Payout Tube & Hopper 5c.....	3.35	58 Slide Cover 5c.....	2.50
8 Console Type Handle Start. Lever.....	3.95	27 Stagger Award Card 3/5 Pace		41 Payout Tube & Hopper 10c.....	3.35	59 Slide Cover 10c.....	2.50
9 Jackpot Spacer.....	.95	Comet.....	.50	42 Payout Tube & Hopper 25c.....	3.35	60 Slide Cover 25c.....	2.50
10 Reserve Jackpot Insert.....	1.95	28 Stagger Award Card 3/5 Extra-		43 Payout Tube & Hopper 50c.....	3.35	61 Slide Cover 50c.....	4.95
11 Chrome Jackpot Glass Protector		Ordinary.....	.50	44 Set Payout Discs, case hardened		62 3/5 Pay 5c Slides, Sets.....	5.75
Window.....	2.25	29 Stagger Award Card 3/5 Extra-		S. P. 2 Cherry Pay.....	5.95	63 3/5 Pay 10c Slides, Sets.....	5.75
12 Set Drill Proofing, Side Plates.....	4.95	Ordinary Gold Award.....	.50	45 Set Payout Discs, case hardened		64 3/5 Pay 25c Slides, Sets.....	5.75
13 Clock for Mills.....	17.50	30 Extraordinary Eagle Card.....	.50	356± Five Lemon.....	5.95	65 3/5 Pay 50c Slides, Sets.....	25.50
14 Master Clock Gears.....	3.50	31 Award Card for Q. T.'s.....	.50	46 Set Payout Discs, case hardened		66 2/5 Pay 5c Slides, Sets.....	5.75
15 Ratchet Post Gear.....	3.50	32 Etched Chrome Metal Award Card		C. H. 1 Cherry Pay.....	5.95	67 2/5 Pay 10c Slides, Sets.....	5.75
16 Idler Pinion Gear.....	2.95	Square Type.....	1.45	47 Gold Chrome Price Button 5c.....	1.45	68 2/5 Pay 25c Slides, Sets.....	5.75
17 Small Gear Long Shaft.....	2.95	33 Etched Chrome Metal Award Card		48 Gold Chrome Price Button 10c.....	1.45	69 Bell Slot Machine Lock.....	2.95
18 Safety Jackpot Glass.....	.95	Oval Type.....	1.45	49 Gold Chrome Price Button 25c.....	1.45	70 Reel Operating Kicker Lever.....	4.95
19 Wired Jackpot Glass.....	.95	34 Spoon Proof Plug.....	1.25	50 Gold Chrome Price Button 50c.....	1.45	71 Coin Advancing Bar Operating	
20 Escalator Glass.....	.50	35 Spoon Proof Cup.....	1.45	51 Price Button 5c.....	.75	Lever.....	2.95

EXPOSITION GAMES COMPANY
989 GOLDEN GATE AVENUE PHONE: WEST. 4036 SAN FRANCISCO 2, CALIFORNIA

FOR TOP PROFITS BUY BALLY

"VICTORY SPECIAL"

A One-Ball Multiple Free Play game full of suspense, color, action, excitement. Brand new—different. An entirely original model just off Bally's production line. SEE THIS PROFIT-PRODUCER TODAY. Exhaustive tests prove that the Victory Special gets and holds the play better than any other. Come to our Show-rooms TODAY and see for yourself. IMMEDIATE DELIVERY.

"VICTORY DERBY"

A real sensation! Can't be beat for drawing power. This is a One-Ball Multiple Pay Table that is raking in BIG PROFITS in numerous locations. Will positively make money for you continuously. It's been tried—proven.

"UNDERSEA RAIDER"

Thrills galore with this flashy, attractive, timely game. It's FUN FOR EVERYBODY. Player fires from submarine in simulated battle conditions. A brand new game—but already proven in performance and money-making ability. See this game—Buy it—Spot it—AND PROFIT!



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OTHER NEW BALLY PROFIT-PRODUCERS ARE ON THE WAY

WRITE—WIRE—PHONE—COME IN—TODAY!

DIRECT LINE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA,
ARIZONA, AND THE HAWAIIAN ISLANDS

1503 W. PICO ST.

DR. 3209

LOS ANGELES 15, CALIF.

We Take Pride In Presenting the New
SUPER DELUXE CLUB CHIEF

by JENNINGS

Custom Built—1 Cherry Pay—No Lemon on First Reel—Quieter Action—Each Machine Tested 5000 Times To Guarantee Satisfaction—Long Life and Assured Revenue Make This Machine Truly Outstanding. Built by Master Craftsmen with Over 40 Years Experience.

WE HAVE THE MACHINE YOU'VE WAITED FOR—
Amusematic

LITE LEAGUE

ENTIRELY NEW IDEA—LOTS OF ACTION—A LEGAL GAME
NO PINS — NO BALLS — NO PLUNGERS. COMPLETE GAME IN ANIMATION!

\$425 f.o.b. Chicago

We Are Exclusive Distributors

1946 HARLICH SALESBOARDS

50% and 20% OFF FACTORY LIST

IMMEDIATE SHIPMENT FROM OUR LOS ANGELES STOCK
WHY NOT GET THE BEST??????

NOW DELIVERING

Bally VICTORY SPECIAL
Bally VICTORY DERBY
Bally UNDERSEA RAIDER
Genco TOTAL ROLL

Chicago Coin GOALEE
Gottlieb STAGE DOOR CANTEEN
Gottlieb ONE-BALL FREE PLAY
Williams' SUSPENSE 5-Ball

SOLO TONE BOOTH AND COUNTER BOXES

Write, Wire or Phone for Prices

C. A. ROBINSON & CO.

2301-03-05 West Pico Blvd.

Los Angeles 6, Calif.

Federal 1810

COIN
MACHINE
REVIEW

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FOR
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1946

THE COIN MACHINE REVIEW

MARCH, 1946

★ The 152nd
CONSECUTIVE
MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, Central 1112; NEW YORK OFFICE (17): Ralph R. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: \$2.00 for 3 years—minimum term accepted; 50c per copy.

Swindlers Infesting C. M. Industry

Acquire Amusement Park

NEW YORK—Al Schlesinger who is associated with Jack Fitzgibbons in the manufacture of Barrel Roll Skee Ball Alley has just purchased Woodcliff Pleasure Park, 25 acre amusement center located in Poughkeepsie, New York. This site, when opened in 1928 was one of the amusement show-places of the nation.

Schlesinger and Fitzgibbons are contemplating making use of one of the buildings on the grounds for the manufacture of the Barrel Roll Skee Ball Alley as well as other coin-operated games.

New Stancor Plant

CHICAGO—Construction of an electronic parts plant which will use new manufacturing techniques developed in the war will be started soon and completion is scheduled for next fall, Jerome J. Kahn, president of the Standard Transformer Corp. has just revealed. Firm is a prime supplier to coin machine manufacturers, jobbers and distributors.

Factory, which will cost about \$500,000, will manufacture transformers exclusively and will nearly double the company's present floor space.

Agency Expands

CHICAGO—The firm of Mangan & Eckland, industrial designers, advertising specialists and public relations counsellors, located in the Board of Trade Building, La Salle St., Chicago, have expanded into enlarged quarters. In addition to Suite 4300 which they now occupy, they will maintain offices in Rooms 4304 and 4305.

Crooks Plying Trade Are Giving Coinmen a Public Black Eye

CHICAGO—Beware of crooks, confidence men, swindlers, and racketeers in various disguises—that is the warning being sounded throughout the country by trade associations and Better Business Bureaus in an effort to combat a rising tide of swindlers preying on both business men and on those hopeful of establishing businesses.

It is a warning that everyone in the industry should give heed to, for swindlers and swindlers' methods have become increasingly dangerous through greatly improved techniques. Unwary business men in the industry are daily losing thousands of dollars through these unscrupulous methods, and their promoters are in turn giving the industry a public black eye.

Nelson Founds Firm

CHICAGO—Jack Nelson has resigned his position as General Sales Manager of Superior Products to establish the Jack Nelson Co. at 800 North Clark Street and nationally distribute several coin machine products through jobbers and distributors in various territories.

Nelson has had a long and successful career in the coin machine industry. After being with *Billboard* for twenty years, Jack joined Rock-Ola and served as Vice President and General Sales Manager for 7 years. During the war he acted as President of the War Activities Committee of the National Coin Machine Association in promoting the "Write A Letter" campaign.

Jack probably knows as many operators, jobbers and distributors in the business as any individual in the industry. Commenting on his new venture, he said: "I am happy to start in this new business as I feel confident the products to be marketed have a definite place in the industry and will be greeted enthusiastically by operators."

Ajax New Manager

NEW YORK—Ajax Board Corp. has named a new manager in the person of Allen B. Tabakof. The new manager, recently known as T/Sgt. Tabakof, was with the Globe Cardboard Novelty Co. of New York before donning his army uniform three years ago.

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Numbers of stories are circulating about great losses sustained by unsuspecting men and women, many with tragic overtones. Savings accumulated through long years of hard work are being drained off within a matter of a few days into the pockets of these unprincipled con men. Conditions have become so notorious in some cities that many people and companies in the trade have issued warnings to check carefully into all dealings with firms operating under obscure names and reputations and making high-sounding claims.

Oddly enough, it is not so much ex-servicemen who are getting defrauded as

—TURN PAGE

Call
DR. 3209

For Automatic Equipment,
Parts and Supplies

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

WANTED TO BUY
ALL TYPES OF
SLOT MACHINES

REGARDLESS OF AGE OR
CONDITION

PARTS ALSO NEEDED. BRING
OR SHIP THEM IN.

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

it is the average civilian ex-war worker, who in many instances has accumulated savings in cash and bonds. This type of prospective victim in many cases has lost his war work, and with a sizable reserve of money is looking for a legitimate investment. Veterans are fairly well protected by the provisions of the G.I. Bill of Rights and the investigations conducted under that bill. But the "flush" civilian relies too often on his own judgment, sometimes to his subsequent deep regret.

In Philadelphia a series of advertisements appeared in the newspapers offering vending machines and vending machine equipment at a small price with the promise of enormous profits. The typical victim was rushed through a deal, sold a lot of high-priced equipment or an exclusive territory, and then too late discovered that the locations were so poor that he could never hope to pay the cost of the equipment.

There is of course a legitimate and profitable business in the stamp vending machine business. But the very fact that there are many legitimate operators in this field make it a profitable one for the unscrupulous promoter. Frequently an advertisement will be placed in a newspaper advertising a stamp vender route and machines for sale with the promise of huge profits. The victim often learns that while the machines and the routes are real enough, the profits are grossly exaggerated. Most every owner of a business establishment is glad to have a stamp vending machine on the premises because of the time it saves him and because of the small profit he acquires from it. But the trade in stamps must be in sufficient volume to pay for the machine in a reasonable length of time, or the owner of the machine will suffer a loss.

Those who have made and continue to make a good living from stamp vending machines advise newcomers to watch the route over a period of time, study the income, and make certain that the entire operation is all that is advertised.

There are many types of coin operated machines for which the racketeer has devised some method to defraud. One of these is through the purported sale of exclusive rights to a single territory—

STANDARD BRANDS

Presents the

MACHINE TESTER

Locates trouble instantly in all electrical devices. Tests continuity, open circuits, grounds, etc. Short circuits easily detected. No blowing of fuses. Highly efficient. Easy to use. Perfectly safe. Every operator should have one.

\$9.50

complete with instructions

Badger Sales
 1612 W. Pico Blvd.
 Los Angeles

Badger Novelty
 2546 North 30th St.
 Milwaukee



"rights" that are sold as many times over as the traffic will bear, or until the promoter is caught.

Then again, the racketeer "salts" a route. He gets possession of a number of machines, puts them on locations, and claims to have an established business. His method is to go from one machine to another, depositing a good deal of money in each, then take his victim around with him to witness the collections. Naturally, the victim does a little mental arithmetic and comes to the conclusion that with this tidy income he will pay for the machines in a few weeks—after which time the income will be all gravy.

Better Business Bureaus have issued the following as a yardstick for profits:

"Potential profits from the operation of vending machines of all types are dependent upon a number of factors: the availability of similar merchandise in the immediate vicinity of the vendor; price of the same merchandise elsewhere; the proximity of similar vendors; the condition of the vending machine (no sales when machine is out of order); the amount of

work necessary to service the machine and keep it in operation; the original cost of the machines and the nature of the contract with the merchant on whose location the machine is placed, and the margin between cost and selling price of the machine. All of these factors should be carefully weighed prior to purchase."

The best advice is to be automatically suspicious of anyone who promises, or "guarantees" high returns on an investment. Associations of coin machine operators and distributors and Better Business Bureaus located in practically all large cities will supply information without obligation to anyone interested in entering the coin machine field. Those already successfully established in the business, and who are anxious to maintain a good reputation for the business will do well to adopt the slogan "before you invest—investigate."

Repeatoscope to Resume

NEW YORK—Initially shown at the 1941 Coin Machine Show in Chicago and forced into the mothballs by the advent of war, Repeatoscope is making ready to offer its automatic coin-controlled motion picture machine again. During the Show, Repeatoscope booked substantial orders from more than 350 operators and interest has remained at a high pitch during the war years.

Repeatoscope offers a new method of handling film that licks film breakage which has been the main cause of service calls on movie devices. In Repeatoscope the films are mounted on metal carrying bands which absorb all the mechanical stresses. This multiplies the volume of reliable unbroken service in cyclical operation at least twenty times, according to officials of the firm. Further contention is that the saving in film stock used more than offsets the cost of applying the metal carriers. A patented machine perforates and assembles the two component strips in one operation.

Tests have been made in various local spots and average take has been over \$30 per week. Two machines operating continuously for two and a half years in the Terminal averaged \$50 per month per machine with operating costs, exclusive of location rent, amounting to about 10 per cent of the gross.

Repeatoscope will be in production shortly and estimates there are more than 350,000 locations awaiting machines in this country alone.

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WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

**MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS**

**MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES**

BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

IT'S TREMENDOUS AS A MONEY-MAKER

and LEGAL EVERYWHERE



Sensational

ROLL-A-BALL

Barrel Roll

THE SKEE BALL ALLEY

WITH THE PLUS



FEATURE

Thrill Skill

REVOLVING BARREL



not just another skee ball alley . . .

It's the greatest income producing

LEGAL GAME ever manufactured.

And that has been proven where the

proving means most . . . on location.

Hundreds of BARREL ROLLS are now

in operation throughout the nation

grabbing nickles . . . fast. Get Your

Share of This Gravy. ORDER YOUR

BARREL ROLLS TODAY!

FEATURES

Thrill Skill Revolving Barrel

Legal Everywhere • Location Tested • Solidly Constructed Absolutely Foolproof • Noiseless • Giant Cash Box • Simple Assembly • Flashy Colored Backboard Lite-Up • 9½ Ft. Long Guaranteed Workmanship

F.O.B. POUGHKEEPSIE, N.Y.

\$379.50

NOW BEING SHOWN AT YOUR NEAREST DISTRIBUTOR

or WRITE - WIRE - PHONE

Jafco Inc.

JOHN A. FITZGIBBONS
AL SCHLESINGER

776 TENTH AVENUE
NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-7996

COIN
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Trade Talk

by

PAUL W. BLACKFORD

One year ago Hitler, Hirohito, and even Mussolini, stood against the world. America had sent 12 million of her soldier sons and daughters into every corner of the globe. The American way of life . . . which is another way of saying the way of tolerance, peace, progress and plenty . . . had been disrupted by the necessity for throwing America's mighty strength against the swashbuckling forces of evil that had threatened civilization.

But we won. That is the main thing. They lynched Musso . . . Schickelgruber committed suicide . . . and Hirohito is taking orders from America's smartest soldier . . . and liking it. Quite a difference in one year. And for that difference let every American Thank God and take courage.

But we are not out of the woods yet. Swords cannot be turned into plowshares over night. We have a tough job ahead . . . of reconvertng our plants into producing the games and equipment operators have been patiently waiting for these many years and of helping suppliers to reconvert and solve their labor problems, for upon their ability to deliver depends the output our manufacturers will be capable

of producing.

Manufacturing is a complex procedure. In the production of one phonograph, one console, one slot machine, or vending device, may go the parts supplied by more than 100 individual manufacturers. Only when these manufacturers—each and every one of them—can deliver, can our manu-

facturers produce the finished device.

With proven business acumen our manufacturers are licking one bottle-neck after another—slowly but surely. They are proving conclusively that the brains and ability that within three years helped give America, starting at scratch, the mightiest and best equipped fighting force the world ever saw, can meet and conquer the vexing problems that lie ahead of us in our efforts to return to peace time conditions.

And so we doff our hat to the manufacturers in the Coin Machine Industry. They're doing a magnificent job of speeding equipment through to operators even though it may seem terrifically slow in coming at times. The way stretches fair before us and offers the opportunity for a better understanding of mutual problems, broader cooperation and the resulting enlarged achievement.

* * *

Give . . . to Your RED CROSS

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"LOOK
FOR THE EAGLE...
YOU'LL FIND
THE BEST!"

REPLACEMENT PLASTICS

for all makes and models of
AUTOMATIC PHONOGRAPHS
(the oldest and newest)

**NOW AVAILABLE
RIGHT PRICES**

SEND FOR
COMPLETE
PRICE LIST

EAGLE

COIN MACHINE CO.
1514 N. FREMONT AVE.
MICHigan 1247
CHICAGO 22, ILL.

The Key to a Future of Better PROTECTION

The ONLY
Key that
will
Open the
Famous

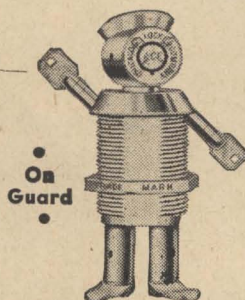


The One and
Only Ace ROUND
Key. Patented by
U. S. PATENT No.
1984202

Shown about
twice actual
size

←Note Individually
Notched Muzzle

Chicago "ACE" Lock



On
Guard

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each biting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. 2024 North Racine Avenue
Dept. 9-B, Chicago 14, Ill.

Accurate Records, Expert Advice Assure Correct Income Tax Return

April 15 is the deadline for filing income tax estimates for the year 1946. It is at this time that many operators suddenly become aware of the necessity for keeping accurate records and books so that the tax forms can be prepared accurately and intelligently.

At least one group of operators, those in the vicinity of Los Angeles, has found a cure for income tax headaches. For the income tax worries of this group have been considerably lightened by the expert advice and service rendered by the Associated Operators of Los Angeles County, Inc. Almost ten years ago, the association retained the services of Albert E. Sunshine & Co., tax consultants and accountants, for advice on tax matters. Two notable developments of this service have been a series of letters to members with information about new income tax regulations and clarification of various questions regarding deductible expenses, and a system of specially designed index cards and files for record-keeping.

Available to members at all times for expert advice on tax matters, the association has been instrumental in obtaining rulings from the Federal Bureau of Internal Revenue on misunderstood regulations and has saved members thousands of tax dollars that would have been paid through erroneous interpretations of tax provisions.

One of the major reasons for overpayment of taxes is failure to make a sufficient allowance for deductible expenses. As a guide to the taxpayer, the AOLAC lists the following expenses, all of which are deductible in calculating the tax payment.

LIST OF DEDUCTIBLE EXPENSES

Depreciation

- a. Operating equipment—games, phonos, etc.
- b. Furniture and fixtures
- c. Auto and delivery equipment
- d. Tools

Repairs, Parts and Supplies

- a. Outside labor and service charges

Records—phonograph

Association dues

Salaries

Supplies

Commissions

Auto Expense

Dues and

Donations

Advertising

Entertainment, goodwill and promotion

Professional Services—100
Selling and Marketing—100Stationery
T. 1. 1. 1.

- Telephone
- Exchange
 - Office
 - Telephones on locations

Federal Old Age Benefit

Unemployment Insurance

Taxes

- a. Federal Excise Tax
- b. Personal Property taxes
- c. County licenses
- d. Cities and towns licenses and permits
- e. Miscellaneous taxes

1998

Reproduced at the right are two special file cards developed especially to facilitate bookkeeping procedure for operators and to make tax return computing easier.

erators servicing a machine at a location have different goodwill expenses. This definitely comes under the heading of goodwill and promotion. Such expenses amount to a considerable sum over the period of a year, and should be included in the tax return.

Some operators make a number of telephone calls daily while traveling over their routes. A systematic record of these calls will show a surprising total, which should be listed at income tax time as a deductible expense.

The Associated Operators of Los Angeles County, Inc., in association with Albert E. Sunshine & Co., has devised and also has available for members a looseleaf, pocket-size "Expense and Tax Record" booklet (printed by Nascon Products, Inc., New York 17, N.Y.) designed principally for operators who travel out of town. This lists such daily, often-overlooked expenses as meals, rent, tips, laundry, fares, postage, telegrams, telephone calls, entertainment, and automobile. The booklet also may be kept to advantage by operators of routes in one town.

Expense accounts often are incorrectly computed and deductions erroneously made. A new regulation covering expense accounts recently was issued by the Bureau of Internal Revenue. The regulation provides that flat expense accounts—that is, a definite sum of money advanced regularly to employees from which expenses are to be met—must be reported by the employer on Internal Revenue Form 1099, "Individual Income Tax Return." Where employees at irregular intervals submit itemized expenses to employers for reimbursement, such expenses *do not* have to be reported to the government.

Employers were required to file with the
TURN PAGE

- Insurance
 - a. Compensation Insurance
 - b. General Insurance
- Rent
- Small and perishable tools
- Heat and light
- Traveling expenses
- Storage and hauling
- Miscellaneous expenses
- Interest cost
- Cash shortage
- Extraneous expenses and losses—such as theft or vandalism of machine

With regard to the first item listed above, equipment may be depreciated 100 per cent in one year. Some operators have been known to take only a small percentage of depreciation over a period of as much as ten years. In the case of machines normally traded in within less time, the extension of depreciation over such a period results in excess payment of taxes. One hundred per cent depreciation of equipment in one year is advisable if machines are frequently traded in and have lost their playing appeal.

It should be noted that where there is a recurring trade-in, or where the article is traded in within the year of purchase, the law permits a charge-off of equipment at time of purchase—provided the equipment traded in is similar to that obtained.

Entertainment, goodwill and promotion are allowable expenses within reason. Many operators underestimate these expenses. Op-

[illegible]

	HINGE	ALBERT E. SUNSHINE	HINGE
NAME OF LOCATION			NO.
ADDRESS		CITY	
PROPRIETOR'S NAME		OPERATOR'S NAME	
REMARKS			

COIN MACHINE REVIEW

15

**FOR
MARCH
1946**

COLUMBIA BELLS

NEW—IMPROVED—1946 MODELS

IMMEDIATE DELIVERY

Fresh off the production lines—featuring an array of new mechanical improvements—comes the famous COLUMBIA TWIN JACKPOT BELL!

These new, improved 1946 models in dazzling, durable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one... plus double slug protection!

COLUMBIA makes more money f-a-s-t-e-r—costs less money to own.

OPERATOR'S PRICE

\$132⁵⁰ FOB
Chicago, Ill.

All orders must be accompanied by a one-third deposit, postal money order or certified check, balance C.O.D.

GROETCHEN TOOL COMPANY

RANdolph 2807 126 N. Union Ave., Chicago, Ill.



COIN
MACHINE
REVIEW

16

FOR
MARCH
1946

government by February 1, 1946, their "Income Tax Returns on Withholding Receipts," Form W-2. For the calendar year 1945 and thereafter, payments to employees amounting to \$500.00 or more must be reported, whether or not all of such payment constitutes taxable income. For example, if the total payment to an employee for the year 1945 amounted to \$800.00 and \$600.00 thereof represented wages subject to withholding and the remaining \$200.00 represented compensation not subject to withholding—such as regularly paid, flat expense accounts—the \$600.00 should have been reported on Form W-2 and the \$200.00 on Form 1099. If, however, that \$200.00 represented reimbursements made to the employee at irregular periods, the employer is not required to show the amount on Form W-2, nor is tax payable on the amount.

Here is another important point that will apply to many operators and result in considerable savings in income tax. Many operators have considered profit as regular income, which takes a higher tax. However, the profit from the sale of a business or part of a business, route, location or machine is to be considered as "Capital Gain."

If any such items are held for more than six months, then only 50 per cent of said gain or profit is held subject to income tax. Under any condition, the tax cannot amount to more than 25 per cent.

If the operator wishes to take advantage of the capital gain provision, he should ear-mark the equipment on his records at time of purchase. When such equipment is sold, he will show such information on Schedule D (Form 1040). The equipment, location or business must be more than six months old. The information required on Schedule D for each item is: kind of

property; date acquired; date sold; gross sales price; cost or other basis; expense of sale and cost of improvements subsequent to acquisition; depreciation allowed, or allowable; gain or loss. With this information marked on records, it is a relatively simple matter to transfer it to Schedule D and figure at the time of tax computation the gain or loss to be taken into account.

It was found several years ago that many operators were paying excessive taxes largely because of incomplete and faulty records. The two 8" x 5" index cards reproduced on page 15 were designed to correct this condition. So successfully have they been used that the Associated Operators of Los Angeles County, Inc. will gladly explain the system to other operators' associations throughout the country. More detailed information can be obtained from Sunshine & Co. One set of cards is for information regarding each piece of equipment, while the other provides for all necessary information for equipment on location.

The cards have hinges so that they can be locked in flat, steel trays which in turn are filed in cabinets holding from 525 to 975 cards. The cards can be quickly located and drawn from the cabinet, and postings can be made without removing the index cards from the tray. For smaller operators there are several types of book form record holders with capacity of from 80 to 120 cards. The cabinets are manufactured by Yawman and Erbe Manufacturing Co. and may be purchased at reasonable prices through the Associated Operators of Los Angeles County, Inc., 1351 W. Washington Blvd., Los Angeles.

Right now is an excellent time for operators to resolve that next year their in-

come tax worries will be reduced to a minimum. In view of the complicated income tax regulations that are being issued daily, the first step toward that objective is to retain an accountant experienced in the coin machine industry who can advise operators as a group on tax matters. The second step is the establishment of an accurate and complete record of each piece of equipment.

Operators throughout the country will save many thousands of dollars in the coming year by taking this advice to heart and doing something about it now.

(A subsequent issue of THE REVIEW will carry a discussion of the buyer's and seller's problem of goodwill and depreciation of equipment, and capital gains and losses arising from purchase and sale of complete routes.—Ed.)

Prolific Designer

CHICAGO—Nearly all the famous New York designers have designed a coin-operated vending machine or two. Among them are Norman Bel Geddes, Raymond Loewy, and John Vassos. But the most prolific coin-operated machine designer of them all is to be found right here in Chicago, the center of coin machine manufacturing. He is Everett Eckland, of Mangan & Eckland, who has designed over 350 automatic venders. His partner, Jim Mangan, estimates that Eckland designed coin-operated machines have taken in at least \$20,000,000,000.00 (twenty billion) over two decades of operation.

Meter Inventor Dies

NEW YORK—Carl Magee, inventor of the parking meter, died recently in Oklahoma City after a long illness. Magee, also a newspaperman and lawyer, was 73 years of age.



Kelner COVERS CHICAGO

LARRY SOLOMON is back from a long stretch in the Navy. Not only that, he now has a wife, and lives in the Bronx. But Larry is longing to get back into the cigvending business. You know, for a long time he traveled all over the country as trouble-shooter for Arthur H. DuGrenier of Haverhill, Mass. What Larry didn't know about fixing those DuGrenier cig-machines, you could put in the eye of a needle. Finally he wound up with an operation in Rockford, Illinois, known as the Blackhawk Cigaret Service. Did mighty well at it too, until Uncle Sam called. Now this letter from Larry says, "Jack, I'd like to get back into the middle-west and do some more operating, preferably with you." Well, I'm happy for those sentiments, and I certainly am lucky to get a man like Larry around. The only thing that keeps me from wiring him to come right out is the problem of finding a place for his family to live. As soon as this is settled, we will have the welcome sign out for Larry.

COMMANDER HERMAN STROCK, about to be terminated from our Navy will join Kelner Vendors in an executive capacity. His job will be to take a lot of the details from the boss's shoulders. Maybe I'll be able to get my column for the COIN MACHINE REVIEW out in time . . . this should be welcome news for Paul Blackford too, who has been sweating it out each month waiting for the copy from Kelner to arrive. The Commander did such an outstanding job for Uncle Sam in the South Pacific, the Navy is loathe to let him go. There is a letter from the Admiral asking him to seriously consider a re-enlistment because of the extreme necessity for manning certain areas with officers who have his particular type of knowledge. We might be forced to part with our Three Striper before he gets fairly started, and we get used to having him do a lot of our chores.

WALTER KNACK of Dixon, Illinois who has had a wide-spread operation of over fifteen hundred cigaret vendors, is rapidly whittling it down. The War started the process because of the labor shortage . . . the cigaret shortage added impetus to the reduction of the farthest outposts. Now, returning service men are starting operations of their own and forcing him to concentrate his operations in much smaller areas. Some of these new service-men operators are succeeding with surprisingly good results.

FRANK SHIMEK of the well known firm of Berkedal and Shimek, tobacco distributors of Manitowoc, Wis., writes that his bowling game is as good as it ever was, despite the passage of four years since I saw him perform. It's too bad he was too busy to come to Chicago for the NATD Convention, as I would have enjoyed seeing him again. His cigvender operation is still doing mighty fine.

ED FESSLER, son of E. S. Fessler, the well known operator of Sheboygan, Wis., is back from the wars, and in harness again with his father. They have one of the better music and merchandise vendor routes in their territory. Pop Fessler is one of the most hospitable guys I ever met.

H. J. JADIN, partner in the Acme Jobbing Co. of Green Bay, Wis., is busy with postwar plans. They are set for considerable expansion with more types of equipment to operate from now on. Very progressive operators in that part of the country, Jadin and Gigot, the other half of the firm come to Chicago quite often.

While on the subject of Green Bay, another live wire from that town, **NORMAN LIEBERT** who bosses the Bosse News Service of that town also operates a lot of cig and candy vendors, visited Chicago during the NATD convention. It was mighty nice welcoming him to the Tobacco Table luncheon and talking shop about old times in the cigvending business.

After many years of silence we have finally made contact with the former treasurer of the Association of Illinois Cigvender Operators, **E. H. GREENWOOD**, who happens to be an officer

(See **KELNER IN CHICAGO**, Page 84)

COIN
MACHINE
REVIEW

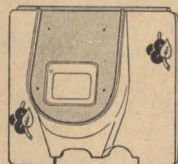
17

FOR
MARCH
1946

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\$34⁵⁰

PER SET



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COIN DENOMINATOR

and CHERRY CLUSTER EMBLEMS

(Chromed, Trimmed, Drilled and Tapped)

Convert your Gold, Copper or Silver
Chrome in a few minutes with these
assemblies.

EXPOSITION GAMES CO.

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MAN

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Offered
Consumer
Market at
OPA Retail
List Prices.

Radio Tubes
for all
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of
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★ ADVANCE AUTOMATIC ★ WESTERN DISTRIBUTORS SALES

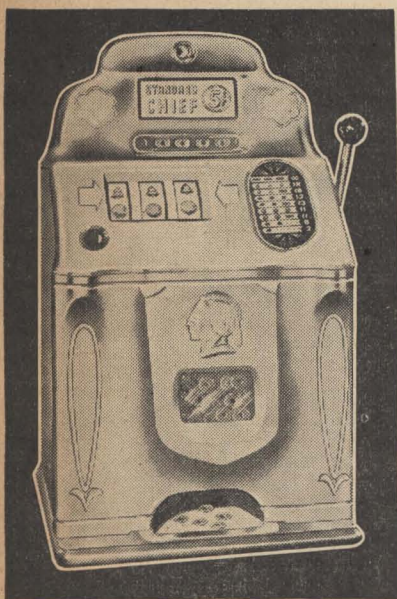
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precision coin operated equip-
ment in northern California.

1350 HOWARD STREET
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PHONE HEMLOCK 1750

Exclusive dealer of Jennings precision coin-
operated equipment in the state of Oregon
and the counties of Wahkiakum, Cowlitz
and Skamania in the state of Washington.

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PORTLAND 5, OREGON
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JENNINGS new "Standard Chief" is ready to perform more brilliantly than ever before with its everlasting beauty — sparkling chrome finish, hand-rubbed case with artistic trim.

It's custom-built, as JENNINGS famous Chiefs have always been through the years of producing JENNINGS precision-built machines. Incorporates many new features and improvements over pre-war models.

BRONZE CHIEF



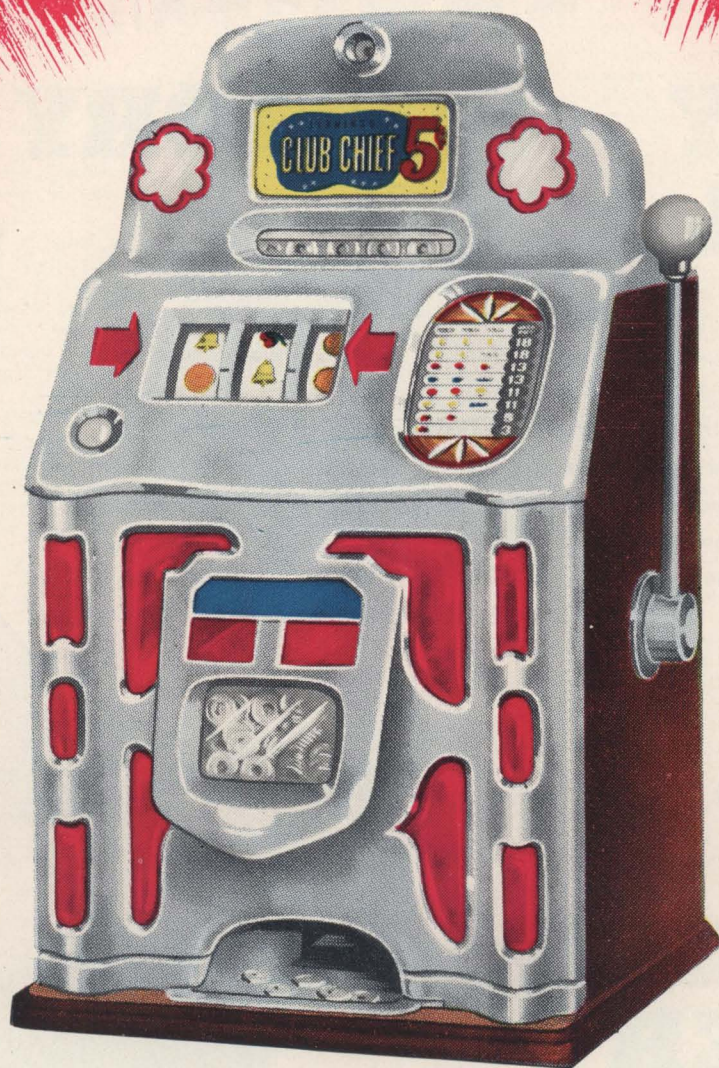
...with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim.

Quantities are limited — Demand is overwhelming

ORDER IMMEDIATELY FOR
EARLIEST POSSIBLE DELIVERY

JENNINGS THE GREATEST NAME IN COIN OPERATED MACHINES

ILLUMINATED



Super De Luxe **CLUB CHIEF**

A REAL THRILL with more action! More suspense than ever before witnessed! Its sparkling, illuminated front out-classes them all. That's the proud boast of the JENNINGS SUPER DE LUXE

"CLUB CHIEF" now at your distributor and dealer.

The JENNINGS SUPER DE LUXE "CLUB CHIEF" is 100 per cent mechanical in operation! No electrical fittings or functions to halt play or cause costly servicing.

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MODELS NOW ON DISPLAY

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VICTORY SPECIAL

A BRAND NEW ONE-BALL MULTIPLE FREE PLAY

Here's a game that has everything—suspense, action, lots of flash, eye-catching color, real player-appeal, and able to stand up under hard use. A sensation! Come in and see it in our Showrooms! Tests prove that this game positively will get money for operators continuously.

•
COME IN TODAY!
•

UNDERSEA RAIDER

A PROVEN MONEY-MAKER

Excitingly different, this game gives the player all the thrills and breath-taking moments of actually firing under simulated battle conditions—plus the added attraction of handling the submarine's periscope. Here is an upright game that appeals to everybody. Another original Bally product that is timely, flashy, and play-inviting. Don't fail to see it! It's a honey—and it will bring you surprising returns.

NEWEST ONE-BALL MULTIPLE PAY TABLE ON THE MARKET

Bally games make money, and this game tops them all. First game off Bally's production line since the war, it's a big-time profit-producer. Exciting, colorful, fast, sturdy, it draws and holds players for hours. We invite you to see this amazing game for yourself, buy it, spot it, AND CASH IN ON IT. No waiting, no delay. We can make IMMEDIATE DELIVERIES.



TIME PAYMENTS

ALL THREE OF THESE MACHINES ARE AVAILABLE ON OUR UNUSUAL TIME PAYMENT FINANCIAL PLAN. NO WAITING, NO RED TAPE. ASK FOR DETAILS.

FOR TOP PROFITS — BUY BALLY MINTHORNE MUSIC COMPANY

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PHOENIX, ARIZ.
R. S. (Bob) ANDERSON, Mgr.
512 W. WASHINGTON ST.
30163

—DISTRIBUTORS FOR J. P. SEEBURG CORP. and BALLY MFG. CO.—

Operator Ingeniously Creates A Population To Patronize Operation

Coin machine operators generally take their machines to places where there are customers. Jay Bullock, well-known Los Angeles operator, has turned precedence upside down by doing a reverse English. He has brought his customers to his machines.

Bullock is well on his way to being a legend by now, and it isn't likely that other operators will be able to equal his achievement. However, his example proves that popular song writers don't have a corner on imagination, and that a smart operator can visualize an opportunity that others have passed up.

The time was April, 1942. Bullock had been a salesman for Shipman Manufacturing Co. for about 10 years but was now operating automatic phonographs and games on Central Avenue, known as the Harlem of Los Angeles. Not far away was a "ghost town." This was at First and San Pedro Streets where a few weeks previous 90,000 Japanese had lived and worked in "Little Tokyo." The section had represented the largest settlement of Japanese outside of Japan, but on orders from the Western Defense Command everyone of the Japanese had been moved inland to relocation centers, the streets were deserted, buildings were boarded up.

In fact, the section was a strangely desolate, dusty island in the midst of a bustling city. Well-equipped stores, cafes, restaurants, hotels (of which there were several hundred), and office buildings were in the hands of personal management companies and the Enemy Alien Property Custodian.

Bullock took one look around. He thought of the overcrowded conditions on Central Avenue. And click—he had an idea. He went to the management companies and the government authorities. He explained what he had in mind. Why not use Little Tokyo as an outlet for the Negroes who were coming into the city to work on defense jobs and who were being forced into teeming, unsanitary quarters in the Central Avenue district?

Shortly thereafter, he had 52 buildings under five year lease, most of them just as the Japanese had left them. Back he went to Central Avenue. He would go to a cafe owner, for example, offer to set him up in business in a former Japanese cafe, will all equipment. In return, the new manager would permit Bullock to install and operate his machines at that location. He didn't stop at cafes and bars, of course. He made the same proposition for all the buildings he had leased.



JAY BULLOCK
President, Eastside Chamber of Commerce, Los Angeles
"No grass grew under his feet. He founded the town, covered all locations—and cashed in."

At first the Negroes were skeptical. Then the idea caught on, word of this "new" community spread, the influx of people gathered in volume—until at last the Negro population totaled 60,000! Everyone of these had Bullock to thank for their new business establishments and their better housing.

Need it be said that Bullock's business was good?

At the peak of his operation, he had 125 coin machines of various types operating in the neighborhood—and forty-two of the machines were within one block of his office. Everyone of those machines was in almost continuous use.

With the release of the Japanese from the relocation centers, about 16,000 have returned to the neighborhood to pick up the thread of their lives. Bullock is still in business. Today, he has about twelve buildings, having sub-leased the remainder to the Negroes and Japanese.

When he first moved into the abandoned buildings, Bullock found many pieces of evidence of organized Japanese plans to assist the enemy. A building housing a machine shop had been secretly constructed behind a large restaurant. In the building were machine guns, uniforms, ammunition, radio transmitter and receiving equipment, large sums of American and Japanese

money, and complete lists of all the Japanese men, women and children in the United States, with pertinent personal details. Also found in the neighborhood were lists of Japanese selected for Mayor, Councilmen, and other official positions when the expected Japanese occupation of the city was effected.

One interesting piece of evidence of Japanese foreknowledge of the Pearl Harbor attack was a set of books kept in both Japanese and English for the most exclusive cafe in Little Tokyo where official visitors from Japan, such as Navy and Army Officers, Chiefs of Police, Ambassadors, etc., made extensive visits.

These books showed regular bank deposits of five and six hundred dollars every day for a period of many months. Significantly, the last deposit was made on December 4—three days before the sneak attack on Pearl Harbor.

In addition to other proofs of Japanese sabotage plans were several collections of photographs of vital areas and installations on the West Coast. Among these were photographs of similar installations in Japan, which when turned over to the FBI and other government intelligence authorities were of great value to our armed forces.

The Japanese now returning to their former places of business and residence in the section have been carefully investigated and are resuming their role in the economy of Los Angeles. Although Bullock is sub-leasing his property to the former owners with the understanding that they are not to evict Negro tenants who do not wish to move, the Negro population is showing a marked decline—principally because of the sharper business sense of the Japanese. For example, Negroes are well served in Japanese establishments and spend their money freely. On the other hand, the Japanese do not trade with the Negroes. And in any man's language, this means a loss of purchasing power and business for the Negroes.

Bullock states that Japanese locations for American coin machines are not too good. The Japanese generally prefer their own games of skill, of which they are avid players. Automatic phonographs in Japanese locations play a large proportion of Japanese language records—which, incidentally, are expertly recorded in this country. An exception to the rule are the Nisei, or native-born Japanese, who prefer popular music.

When the famous Japanese regiment of Nisei that fought gallantly for America in Italy came to Los Angeles, the automatic phonographs did a volume business. One machine in the leading restaurant of the section took in \$80 a day during the stay of the regiment.

This same restaurant, catering mainly to native-born Japanese, has two Mills automatics which Bullock continues to

TURN PAGE

**COIN
MACHINE
REVIEW**

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**FOR
MARCH
1946**

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

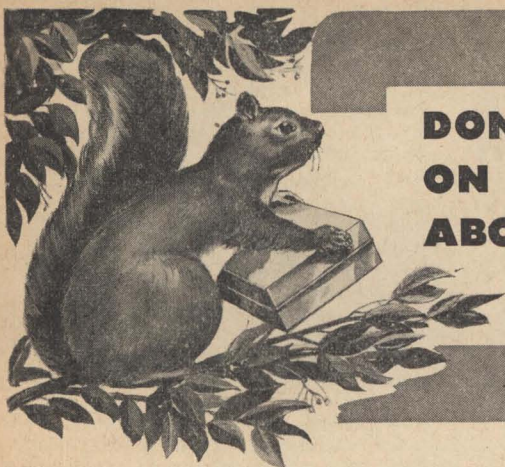
Ask the Operators Who Do So!

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Specialists—Coin Machine Industry

Los Angeles 13, Calif.

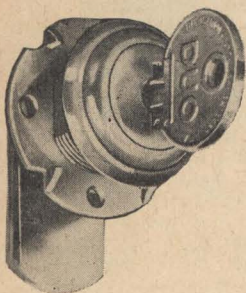


**DON'T GET OUT
ON A LIMB
ABOUT PROFITS!**

● Safeguard all the hard work you put in building a profitable route . . . by specifying DUO LOCKS for maximum protection . . . here are all the safety features you get—

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- and, in addition, you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines . . . yet you get maximum protection.

Write for complete information!



ILLINOIS LOCK COMPANY
804 South Ada Street Chicago 7, Illinois

COIN
MACHINE
REVIEW

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FOR
MARCH
1946

operate for the length of the lease. Bullock takes the first \$15 from the weekly gross, and allows the balance to the Japanese occupant.

In developing this section, it is only natural that Bullock has become a civic leader. He has become an influential real estate agent, business consultant, welfare director, and general father confessor and guardian of the interests of thousands of people in the neighborhood. He has sparked a widespread movement for better housing for the people of his section and for returned veterans, and he has thrown his influence behind many other movements designed to improve the condition of the so-called "under-privileged."

Yet, despite all this, ask Bullock about his plans for the future and the reply you get is: "I'm going to remain an operator until Gabriel blows his horn."

Mich. Group Formed

DETROIT—Sometimes it takes an emergency to stir up action. The emergency being met, lasting and beneficial results accrue from that action. Such will undoubtedly be the case with the Michigan Miniature Bowling Association—an organization of operators of skeeball alleys and similar types of amusement games.

The new organization came into being as the result of a threat to the trade in the form of a ruling made by the State Liquor Control Commission. According to the first interpretation of the ruling, all types of amusement games were to be barred from locations serving liquor by the glass. This would have banned every type of pin game, ray gun, and skeeball from such locations.

Thanks to the association and its officers, some relaxation of the ruling was ob-

tained. Under the new interpretation, operation of skeeballs and ray guns will be allowed, but any type of give-away, free play, or other premium is barred with possible revocation of the location's liquor license as a penalty for infractions of the ruling.

The question of the operation of pin ball games without free plays is still to be decided. The Commission's new rulings were the result of a decision of the Michigan Supreme Court which outlawed games awarding free plays as "gaming devices."

With this successful proof of what can be accomplished by effective group action, the new association gets off to a good start. Regular meetings of the group, numbering nearly 50, are planned for the first Tuesday of each month.

Officers are: Frank Healey, American Coin Machine Co., president; Al Curtis, Curtis Coin Machine Co., vice-president; Gerhard Wobermin, Gay-Coin Distributors, treasurer; Miss Richlin, A. P. Sauve Co., secretary.

Other coin machine groups currently active in Michigan are the Greater Detroit Cigarette Machine Operators' Association with Hugh C. Howes as president and the Michigan Automatic Phonograph Owners' Association whose convention plans are reported elsewhere in this issue.

New Masonry Bit

DETROIT—The new "Horvath" masonry bit offers operators a quick, efficient method of drilling holes for wall and floor installations of any type of coin operated device. This includes concrete, tile, stone, marble, slate, brick, and cement, as well as hard rubber and plastics. A clean cut, accurate hole is obtained with a 75 per cent saving in time over the old cumbersome hand-chiseling method.

The bit can be used in any electric, air or hand operated rotary drill and is available in sizes from 3/16" to 1" inclusive, with selective shank sizes. The body and shank of the bit are high grade carbon steel with tungsten carbide tip.

Weidman National Sales Co. are exclusive distributors to the coin machine industry.

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DOOR
CANTEEN**

**5-BALL NOVELTY GAME
FLASH, ACTION,
APPEAL and COLOR
NOT A REVAMP!**

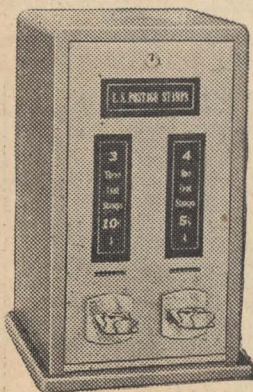
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WILL NOT JAM . . . OPERATES WITH EASE.
REJECTS MOST SLUGS

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D. C. Commissioners At Sea on Game Control

WASHINGTON—After popping up in the courts and in civic forums periodically for the last ten years, controversy on the control of pinball machines finally has come to a head with a series of hearings before the District Commissioners in which both civic spokesmen and coinmen agreed that some sort of control should be exercised over operation in Washington of "mechanical amusement devices."

Focus of the discussion was the proposed age limit, 17, under which children should be forbidden to use them, and opinions of witnesses differed sharply.

"Let's be realistic about this," declared Major Ira T. Byram, Jr. of Silent Sales System. "When a person becomes 17 these days, he's a man." Maj. Byram, William R. Lichtenberg, counsel for the Washington Coin Machine Co., and others stated that any age limit should not be higher than 14.

Commissioner Guy Mason observed that "a kid of 16 today is not as old as a kid of 14 when I was a boy."

Lt. William T. Murphy of the Police Juvenile Bureau, whose complaints were responsible for the hearings, favored the age limit of 17 as being in line with another regulation governing play by children in pool halls. Only a few days earlier, he said, he had caught seven truants ranging in age from 13 to 15 years around pinball machines.

In this he was supported by a representative of the District Congress of Parents and Teachers who said the PTA opposed pinball machines because they encouraged "spendthrift" habits and that in their teens youngsters were forming the "habits of a lifetime."

A spokesman for the District Federation of Women's Clubs called it a "vicious circle" to spend money to curb juvenile delinquency and then let children play marble games.

Major Byram defended the machines as a clean amusement and said he had been asked by Georgetown University to install a number of them for the express purpose of keeping the students from other types of amusement that college authorities felt less desirable.

He assured the Commissioners that if the community wanted to regulate the devices he would support controls, but he objected to penalizing his business any more than was absolutely necessary.

Lichtenberg proposed a compromise on the age limit which would prevent use of the machines by children during school hours and by children under 14 after school hours unless accompanied by their parents. He suggested, however, that the control would not be applied during vacation periods. He further pointed out that the machines are profitable to the operators and that they are therefore willing to exercise certain controls themselves as a means of staying in business.

During the discussion it was noted that most of the business on the machines comes from adults.

The Commissioners ended the hearing by referring the matter back to the corporation counsel to work out details of compromise with the organizations represented at the hearing.

Leary Given Post

MINNEAPOLIS—Edina, a suburb of Minneapolis, has a new Park Commissioner in the person of Don Leary, president of Automatic Sales Co. Leary was chosen for the office at a recent election.

Shattering as the Atomic Bomb!

The Most Amazing Pen Ever Created!

GUARANTEED TO WRITE FOR 2 YEARS WITHOUT REFILLING!

DOUBLE DUTY... POCKET PEN and DESK SET!

Now ready—the Reynolds International Pen, pinnacle of pen perfection, versatility and performance!

- Writes on paper, cloth and other materials!
- Writes fine, medium or heavy!
- No smudge—no smear . . . *dries instantly!*
- Makes 4 to 8 clear carbons!
- Won't leak or drip, even in stratosphere!
- Writes under water!
- Streamline design . . . variety of colors!
- Military-style clip!
- Complete with modern desk stand of polished anodized aluminum!
- Guarantee Certificate with every pen!

SAMPLE
Sent Prepaid

\$12.50

Complete with Desk Stand

Individually packaged in beautiful Gift Box.
(Discount allowed on sample when quantity order is shipped.)

HERE'S THE SECRET OF SATIN-SMOOTH WRITING!

A tiny, precision-made ball does the trick! Always rolls and writes smoothly over any surface . . . no ordinary pen point to scratch, snag, bend, break or clog! So practical it eliminates need for a pencil!

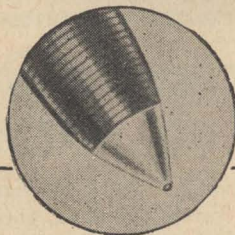
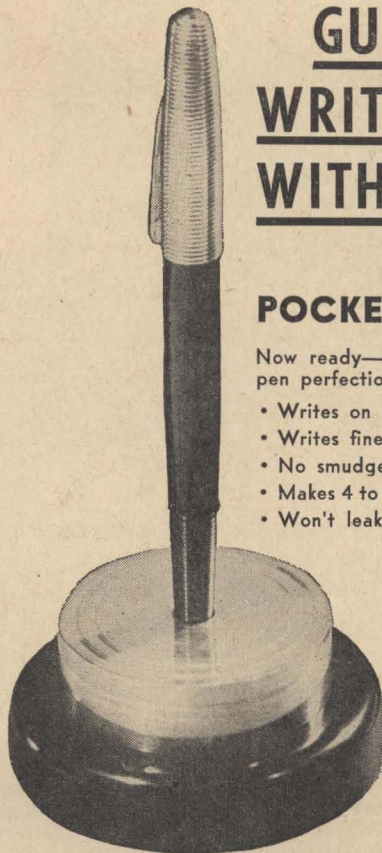
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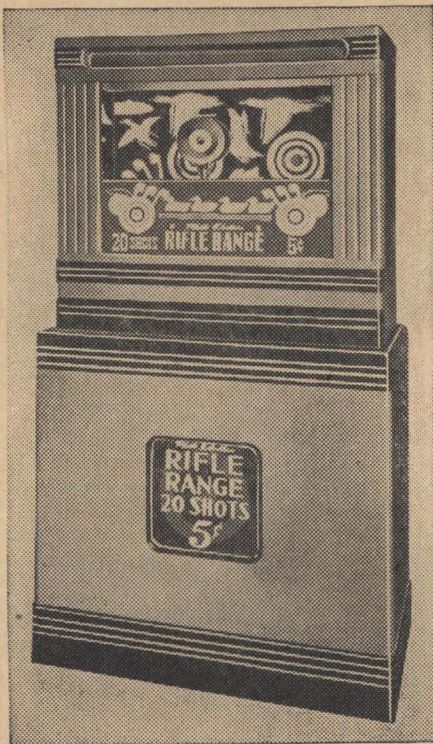
Photo Electric RIFLE RANGE CONVERSION FOR

"Shoot the Jap", . . . "Chicken Sams" . . . "Convicts", are all making top dollars when converted into the brand new Coinex Photo Electric Rifle Range. Can be installed on location in 20 minutes by anyone; has great player appeal; location-tested. Rifle Range includes all the old target principles. As standard as sugar and salt.

\$14.75
in lots of 3
\$17.50
sample
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Terhune Heads General

CHICAGO—The new general manager of General Vending Corp. is E. A. Terhune, formerly with the electric refrigeration division of Servel, Inc.

Terhune says that two new bottle venders are due off production lines this spring. This is in keeping with the company's announced intention of specializing in bottle vending machines.

The single flavor machine has a capacity of 184 seven-ounce or 162 twelve-ounce bottles. The dual flavor model holds 287 seven-ounce or 252 twelve-ounce bottles. Both are 74 inches high and 28 3/8 inches deep but vary in width. Parts in the two models are interchangeable and either machine will handle bottles from six to twelve ounces in size.

A feature of the machines is the "elevator action" whereby an electric motor raises an elevator, via a cable on drums, and a column of bottles. One bottle at a time is delivered off the top of each column. Other features are a removable dry refrigeration system mounted in the top of the cabinet and a pull-out dispensing unit. The machines are being made by the Benson Manufacturing Corp. in Kansas City, Mo.

Bally Reconverted

CHICAGO—The new year found reconversion to civilian production practically complete at the plant of the Bally Manufacturing Co. As in every branch of industry, material shortages continue to limit production, but with the elimination of shortages, production is rapidly stepping up. Modern streamline assembly methods, developed under war-time pressure, are being used. Soon quick delivery of Bally products in almost any volume will again be the rule. According to Herb Jones, vice-president and works manager, the same spirit that won the Army-Navy "E" Award with three stars still prevails in the Bally plant and thereby insures fulfillment of the aim of "first with the latest."

Eastern Sales Expands

ROCHESTER—Eastern Sales Co., headed by Fred Iverson and John Bilotta, has purchased a three-story building here. The new quarters will have modern salesrooms to display coin-operated equipment and ample accommodations for the parts and service departments.

To care for the increasing volume of sales, Eastern has added two new salesmen, George Vogel and Peter Savage, to the staff. Freddie De Lorenzo is head of the service department.

Announce New Firm

CHICAGO — Of interest to automatic phonograph manufacturers is the news of the formation of a new company, the Grigsby-Allison Co., which enters the field as a manufacturer of radio and electrical devices. The company, incorporated in Illinois November 5, 1945, has a modern factory in Arlington Heights, a suburb of Chicago. The factory is scheduled for completion by March 1st; initial production is planned for April 1st.

The founders of the company, R. G. Grigsby and K. C. Allison, have many years of experience in the radio field to their credit. Grigsby was successively Vice-President and Sales Manager of Allied Control Co., Inc. Allison was Production Engineer of Oak Manufacturing for thirteen years. Further experience in the radio industry is contributed by the Treasurer and Director of the company, B. J. Grigsby. The latter is well-known in the radio field, having served for many years as Chairman of the Board of the Grigsby-Grunow Co., makers of Majestic radios.

Initial plans call for the production of a new design of radio switch suitable for all types of radio band switching and for use by instrument manufacturers. Beginning with rotary switches, production of push button switches, tuners, and other electrical and mechanical devices will follow immediately.

Defines "Slot"

SAN JOSE, Calif.—Warren Holmes, in his report as foreman of the grand jury, gave a definition of a slot machine. The occasion for said definition was the trial of four Santa Clara county officials accused of gambling conspiracy. Holmes' definition was as follows:

"I saw an object of either the console or the upright type equipped with a slot in which to insert a coin, a handle to be pulled, or in some cases a button to be pushed, a mechanism which revolved within, and an exit slot from which a coin or coins did or did not come out. In my experiments the coins did not come out. That is my definition of a slot machine."

Would his definition have been different if the coins had come out?

Attention All Coin Machine Operators DO NOT OVERLOOK THIS

Make wall installations easy with new "Horvath" Masonry Bit—75% saving in time over hand chiseling methods—Accurate, clean-cut hole—Bit made of high grade carbon steel with tip of tungsten carbide—Can be used in any electric, air or hand operated rotary drill—For use on CONCRETE, TILE, STONE, ROCK, MARBLE, SLATE, BRICK, CEMENT, HARD RUBBER and PLASTICS of any type—Can be re-sharpened after 150 to 200 drillings.

Drill Size	Length	Shank Size	Price
3/16"	3"	1/8"	\$2.90
1/4"	4"	3/16"	2.90
3/8"	4"	1/4"	3.50
1/2"	6"	3/8"	4.40
3/4"	6"	3/8" or 1/2"	6.90
1"	6"	3/8" or 1/2"	8.40

WEIDMAN NATIONAL SALES COMPANY

5911 4th AVE.

DETROIT 2, MICHIGAN

Exclusive Distributors To the Coin Machine Industry



Lou Soklove

Soklove on Trip

CHICAGO—Lou Soklove, general sales manager of Pioneer Coin Machine Co., is away on a nation-wide trip to introduce Pioneer's new game, Smiley, and to appoint distributors.

Smiley is claimed to be the first brand new postwar amusement game. It is a 5-ball skill game and operates with either penny or nickel. It is legal, colorful and sure-fire amusement, according to Soklove.

Soklove has been identified with the business for over 25 years with leading coin machine firms. Game will be ready for delivery March 1st.

The Ride That Never Was

WASHINGTON—Any researcher who set out to study motives for the rifling of coin machine cash boxes probably could collect as many varieties as a traffic cop gets in alibis from erring motorists.

Two District of Columbia motorcycle policemen ran into some sort of a prize-winner recently when they answered a police call and overtook a 32-year-old Negro who was running from the scene of a burglary.

"What's the matter with you? What did you do that for?" the officers wanted to know.

"I was just released on bond for a house-breaking charge," the suspect answered, "and I needed money to pay the bondsman."

Going a little deeper into the matter, the two officers found \$20.10 in dimes in the man's hat. Unhappily, they later reported, all 201 coins fell to the ground and had to be picked up by the law.

The culprit also had a screw-driver and a jimmy in his possession, and they fitted into the picture neatly when it was discovered that at the burglarized restaurant only the phonograph had been rifled. The suspect admitted he'd gotten just the right amount for the bondsman—plus a dime for a street car ride he didn't get to take.

* * *

"Why can't a girl catch a ball like a man?"

"Why should she, when a man is bigger and a much easier catch?"

**GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and
REFINISHING**

All work guaranteed

Bring 'Em In!

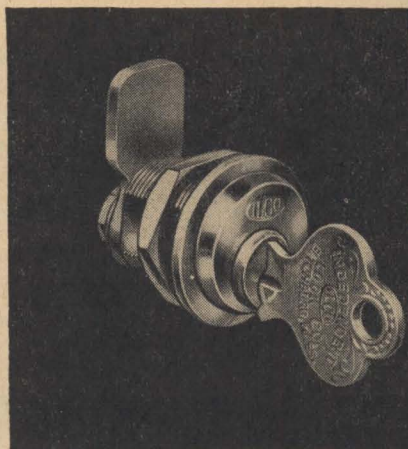
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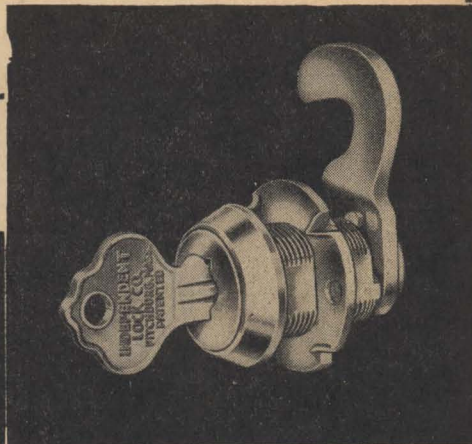
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Now You can get
ILCO HERCULOCKS
for your Coin Machines

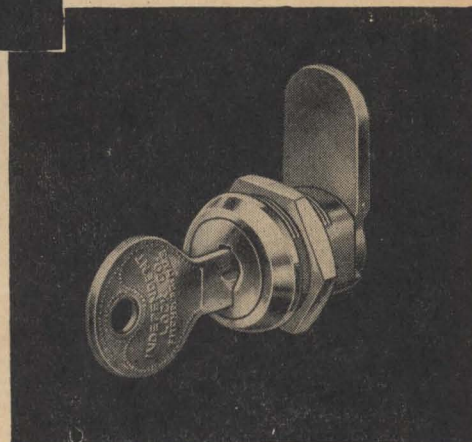


▲ No. 4082S Cabinet Lock—5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting Lock.

No. 4010B Coin Machine and Cabinet Lock Disc Tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.



▲ No. L4750T Improved Herculock—Maximum pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees.



The famous ILCO HERCULOCKS are back in production and ready to stand guard over your coin boxes, as they did so well before the war. You'll find the same pick-resisting features, the same tough-guy rugged strength . . . and the same prompt co-operation that has made ILCO a leader in coin machine locks.

All of these locks can be supplied with various shapes, styles and sizes of cams to suit particular applications. Descriptive booklet on request.



Independent Lock Company
Fitchburg, Massachusetts

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What's Going on? in the UNITED STATES

Boston

Indications are that everything in coin machines made in the last six months will be quickly grabbed up regardless of price, as soon as it comes on the market. Many out-of-town operators have been seen on Coin Machine Row on Washington Street, between Dover and Waltham Streets of late. Among them were the Greenfield brothers, of I. Greenfield & Sons, Burlington; John Papolos, who operates under his own name in Waterville; Dana Anderson, of Dover-Foxcroft. Dick Dwyer, of Airway Amusement, Providence, was looking for music boxes. Others included Mike and Al Coulter, of MAC Vending Co., Worcester.

Ben D. Palastrant, Eastern territory regional sales manager for Aireon Manufacturing Corp. is making preparations for "A-Day" of Aireon products throughout the entire area. He left for New York recently to make arrangements for a press preview, date to be announced soon.

The Greene Distributing Co., distributor for Aireon in all the New England States except Connecticut, has opened a temporary office at 25 Huntington Avenue. Company has already completed arrange-

ments for new headquarters in Boston and expects to have a showing in a prominent hotel. Officers of the company are Joseph F. Greene, general manager; Julian S. Greene, assistant sales manager, and Arnold H. Greene, service manager. Julian and Arnold attended Aireon's Service and Maintenance School.

Arnold Greene was recently honorably discharged from the U. S. Signal Corps in which he was Captain, serving four years, including two years overseas.

Members of the company have been associated with the automatic phonograph industry for a good many years in Boston and vicinity.

Ed Ravreby, owner of Associated Amusements, Inc., recently vacationed in Miami, Fla. While there he visited and enjoyed the hospitality of Bill Frey, Mills distributor of phonographs for Florida, who, in his opinion, has the finest looking place in the South. "As far as I was concerned," says Ravreby, "he is best able to represent any manufacturer. He has the most beautiful place I have ever seen and any manufacturer should be proud to take him on. He has the most complete service department of any that I have seen in the country, with offices and facilities to entertain his customers second to none." Ravreby also

saw Milton Green, of the American Vending Co., and several other coin machine companies. He visited Havana, Cuba, finding coin machine places doing a very brisk business. "Since I returned," he says, "I have been talking by telephone with Porto Rican customers, including Antonio Pagen. I have just made a very nice shipment of Mills machines to Nova Scotia. While I was away, the Boston office did a brisk business, completely outselling ourselves on Mills machines and we are looking to buy music machines and pin games as well as complete routes. Our New York Arcade reports better business than last year."

Ravreby thinks there will be a great rush for cigarette vending machines. "We have a new cigarette distributorship, but are not ready to make known the manufacturer. This machine will be the finest as compared with other machines."

Information from reliable sources indicates that "the new Mills phonograph should revolutionize the phonograph industry since it is not only beautifully built, but will contain many features not existing in other makes," Ravreby says.

Blackie Service has re-opened at 1320 Washington, after being closed during the war years, under charge of Paul Blackman, who has been in the Seabees for three years. He has resumed his work on machines, which includes slots and controls. Blackman regards conditions as getting back to normal.

Philip Teraner, a partner in the New England Exhibit Co., who has returned from a pleasant trip to Chicago, where he went "to see what is doing in the Windy City," intimates that the outlook for getting new machines is very slim, although there will be some production on two games.

The Redd Distributing Co., Allston, is preparing to move their offices to 130 Lincoln Street. It is expected that the company will occupy the prospective new quarters about April 1.

Ben Ross, of the Vend-O-Matic Music Co., says that business has picked up quite a bit. He is handling merchandising machines and reconverted pin games. He is also looking for a distributorship.

C. Frederick Wellington

"If you kiss me I'll yell for mother."
"Aw let her get her own boy friend."

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MONARCH IS TOPS FOR QUALITY

THOROUGHLY RECONDITIONED AUTOMATIC PAYOUT CONSOLES

Bakers Pacers DDJP.....\$265.00	Ev. '41 Bangtail JP.....\$295.00	Super Bell Tw 5 & 5.....\$395.00
Bakers Pacers JP Remote 345.00	Ev. Rolletto Jr.....125.00	Sup. Bell Twcomb 5 & 5 495.00
Bally Rollem.....145.00	'40 Dominos.....175.00	Sup. Bell Tw. 5 & 25.....495.00
Bally Hi Hand 5c Comb. 199.50	'41 Dominos JP 5c.....295.00	Super Tracktime.....295.00
Bally Hi Hand 25c.....295.00	'41 Dominos JP 25c.....475.00	Mills 4 Bells.....395.00
Bally Bells 5 & 25.....125.00	Jenn. Silvermoon.....145.00	Jumbo Parade 25c.....295.00
Bally Club Bells.....245.00	Jenn. Bobtail.....125.00	Jumbo Parade Late 5c.....135.00
Bally Royal Draw.....105.00	Jenn. Golf Ball 25c.....195.00	Paces Races Br.....175.00
Caille Roulette 25c.....275.00	Keeney Sup. Bell 5c.....310.00	Paces Tw. Rls. 5 & 10.....325.00
Ev. '40 Pacer.....295.00	Super Bell 25c.....395.00	Paces Tw. Rls. 5 & 25.....395.00
Ev. Lucky Lucie.....150.00	4-way Super 3/5 & 25.....650.00	Paces Saratoga 5c.....99.50

READY FOR LOCATION—FREE PLAY CONSOLES

Bally Club Bells comb. \$245.00	Bally Hi Hand 5c comb. \$199.50	Jenn. Silvermoon Tot.....\$119.50
Bally Big Top F.P.....109.50	Big Game Totalizer.....135.00	Jumbo Parade F.P.....110.00
	Keeney Super Bell comb. \$310.00	

New Improved Groetchen Columbia, Twin Jackpots—Immed. Del...\$132.50
We Have The New Jennings Bronze Chief and Super DeLuxe Chief.
FOR SPECIAL REBUILT SLOT MACHINE VALUES—WRITE.

THOROUGHLY RECONDITIONED 1-BALL MULTIPLE PAYOUT TABLES

Fairmont.....\$495.00	Kentucky.....\$275.00	Santa Anita.....\$165.00
Turf King.....375.00	Long Shot.....275.00	Spinning Reels.....110.00
Jockey Club.....375.00	War Admiral.....265.00	Gott. Multiple Races.....95.00
Sport King.....275.00	Keeney Fortune.....200.00	Mills 1-2-3.....69.50

THOROUGHLY RECONDITIONED 1-BALL MULTIPLE FREE PLAY TABLES

Club Trophy.....\$325.00	Dark Horse.....\$195.00	Sport Special.....\$175.00
Sportsman.....\$295.00	Mills '40 1-2-3.....\$99.50	

WRITE FOR LISTS:

Arcade Equipment, Automatic P.O. Consoles, New & Used Slot Machines, 1 & 5 Ball F.P. Pin Games, 1-Ball Multiple Payout Tables.

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave.

ARMitage 1434

Chicago 22, Ill.

If You Want
to Buy
COIN WRAPPERS, COIN
CHUTES and SUPPLIES
3, 6, 7 1/2, 10, 15 Amp
Fuses, etc.

SEE
PAUL A. LAYMON

DISTRIBUTOR
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STANDARD BRANDS OFFERS THE WORLD'S SMALLEST COIN COUNTER

Speed, accuracy, dependability are yours in this coin counting and packaging machine. Weighs only 15 pounds, 12 in. long, 8 in. wide and 8 inches high. Counts and packages pennies, nickels, dimes and quarters. Hand operated Model D (illustrated) will count over 1200 coins a minute. Equipped with reserve tray and four stacking tubes and bagging head. Can be set to count and package in either 20, 25, 40, 50 coins, or straight continuous count. Proven over past 20 years. Completely guaranteed..... **\$15950**

MOTOR DRIVEN MODEL

is also available. Machine is same mechanical construction as machine illustrated, except motor is added. Model DE will count over 1800 coins a minute. Extremely simple to operate. Weight 25 lbs..... **\$23850**



BADGER SALES
1612 W. PICO BLVD.
Los Angeles, California

BADGER NOVELTY
2546 N. 30th ST.
Milwaukee, Wisconsin

Kansas City

The Universal Manufacturing Co. has finished a major phase of a one-fourth million dollar expansion campaign instituted following the end of the war. Unique in its field in this territory in the manufacturing of tip books and jar games, the firm which started nine years ago in small quarters with only six employees now has two hundred and seventy-five on the payroll and expects to have four hundred and fifty by the end of the year.

Joe Berkowitz financed this fast growing industry on the proverbial shoe string and has back of him a fine record of personal, brilliant promotion.

One entire floor has been added to their large warehouse increasing the floor space to where now over 64,000 square feet is being merchandised. The printing department has been wired for fluorescent lights and the other three floors are well illuminated. The forty per cent in increased floorage is typical of the rather amazing growth of this firm.

The bindery department utilizes eleven sewing machines, thirty-seven folding machines and thirty-two more are on the way. There is a machine shop for making parts for the folding machines and the boys in this shop are so technically skilled as to be able to service all units without outside help.

In the printing department twenty-six large presses are kept busy along with five large automatic cutting machines. An adjacent machine shop services these presses so that they are kept at peak operating efficiency at all times.

Rubin Berkowitz, assistant general manager, as we toured the plant, pointed out a room containing varnishing machines which were built by the firms' mechanics.

In a previous story published in THE REVIEW, we covered briefly the detailed growth of this firm and the fact that it has a branch in Minneapolis called the Triangle Manufacturing Co., and that seven salesmen are out reaping a harvest in all states.

Following the showing of the attractively designed model 1-46 Seeburg Symphonola in St. Louis a demonstration was held at the Hotel Continental recently. Hundreds of operators from Missouri and Kansas enjoyed the scientific sound distribution, the new range, tone qualities and new ear level tone reproduction. Even with loud volume,

we noticed not the slightest hint of blasting so common with old-type instruments. As Harry Silverburg with W-B Novelty Co., put it, "Operators should be in the music business, not the blasting business." A number of operators commented on the one-ounce pick-up head which virtually eliminates surface sound and also saves wear and tear on the records and consequent costly replacements. It was claimed that Seeburg rolled up another "first" with predetermined, scientific sound distribution, new tone arm assembly, new solenoid drum unit and new remote speaker amplifier. Ed Feldman, field engineer for Seeburg from Chicago enthusiastically started getting "technical" with us telling of the new electric trip, new master selection receiver and new wired selection receiver and that the instrument was designed for auxiliary amplifier to supply audio power for from one to six Seeburg impedance matched remote speakers, but by that time we were getting dizzy and we told him that many smart operators would read the complete details in the excellent page ads in THE REVIEW. We were glad to meet Bill Betz of W-B Novelty Co., St. Louis, who was present to assist Harry Silverburg.

The Consolidated Distributing Co., now located at 1910 Grand has set up a fine display and workshop and are featuring Rock-Ola and the Williams line of automatic music machines.

While we think of it, this scribe invites all operators in this immediate territory to

write or telephone us any news about themselves. Give us all the details, expansions, remodelings, moves, new lines, new anything, births, deaths, etc. Come on boys, let's hear from you—and regularly!

Here comes a note from the H. Z. Vending & Sales Co., of Omaha, Neb. This firm is very proud of an impressive new building of modern design. The high powered sign work on the upper face of the front exterior includes "Amusement and Merchandise Machines" above the name of Hy-mie Zorinsky. The firm serves Iowa and Nebraska and services its accounts with three trucks and five salesmen.

J. Renz Edwards, treasurer of the National Association of Tobacco Distributors spoke on "The Wholesale Tobacco Distributor and Vending Machines" at a recent Tuesday session of the Midwestern NATD Convention held in Chicago. He challenged the theory that the cigarette vending machine business is a racket, which many members of the NATD thought it was when he made a speech on the subject ten years ago. He asserted it is merely the application of mechanization to merchandising and is in keeping with the streamlining and modernizing that has gone on in other departments of the jobbing trade. "Vending machines solved a number of problems for the jobber," he stated. "Your regular salesmen shrink from calling on lunch wagons, industrial plants and many similar outlets. Vending machines safeguard the customer and

TURN PAGE

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LITE-LEAGUE

**FAST MOVING
EXCITING**

**COMPLETE GAME
IN ANIMATION**

**NO BALLS
OR PINS**

It's brand new. There are no pins, plungers or balls. The player is at bat, the game starts. The ball blazes—the bat swings—animated figures play ball. In less than 60 seconds an entire exciting baseball game is played. New, modern, streamlined cabinet with deep natural maple molding in full rich color and attractively decorated.

LEGAL EVERYWHERE

**WRITE FOR
CIRCULAR**

\$425.00

**1/3 DEPOSIT,
BALANCE C.O.D.**

IMMEDIATE DELIVERY

COINEX

**COIN MACHINE EQUIPMENT CO.
1348 NEWPORT AVENUE
CHICAGO 13, ILLINOIS**

REMODELING SALE

program. All machines are guaranteed in first-class condition.

SLOT MACHINES	
5c Blue Front, C.H.K.A.	\$125.00
10c Blue Front, Single	
Jack	130.00
10c Blue Front, C.H.K.A.	145.00
5c Brown Front	140.00
25c Caille	49.50
5c Melon Bell	125.00
5c Brown Front, Rebuilt	140.00
5c Cherry Bell	140.00
10c Cherry Bell	170.00
5c Original Chrome	225.00
5c Pace DeLuxe	85.00
5c Pace Kitty	70.00

ONE BALLS	
Jockey Club	\$300.00
Santa Anita	110.00
Sea Biscuit	40.00
Race King	125.00

FIVE BALLS	
Four Diamonds	\$ 59.50
New Champ	49.50

Band Wagon	\$ 39.50
Horoscope	59.50
Monicker	79.50
League Leader	39.50
Playmates	39.50
Star Attraction	54.50
Seven Up	59.50
Vacation	39.50
Twin Six	59.50
Slap-the-Jap	39.50
Defense	34.50
Cadillac	34.50
Ten Spot	49.50

ARCADE EQUIPMENT	
Bowl-a-Ball	\$195.00
Bowl-a-Bomb	175.00
Evans Play Ball	135.00
Drivemobile	250.00
Chicago Coin Hockey	195.00
Periscope	125.00
Sky Fighter	225.00
Submarine	135.00

Not just a removal or closeout but really reconditioned buys that we are reducing in order to go ahead with our remodeling

Rapid Fire	\$125.00
Tommy Gun	130.00
Victory Pool	100.00
Zingo	150.00

PHONOS AND SPECIALS	
Two Door Double Stands, complete except for Locking Bars	\$ 35.00
Single Box Stands	12.50
Capehart 20-Sel. Phono	120.00
Melotone 16-Rec. Phono	225.00
Singing Towers, 20-Sel.	275.00
Rock-Ola Imperial, Remote Unit	220.00
Wurlitzer Twin 12 Units, Complete	195.00
Packard Boxes, Like New	29.50
Bowling Leagues	195.00
Supreme Skee Rols	275.00
Bank a Ball	195.00
Mills Slot Locks, Keys, Ea.	1.50

Want 5 Balls, Phonos. All models. Send list, cash waiting.

All Machines Guaranteed—Ready for Location. 1/3 Certified Deposit, Balance C.O.D.

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. Greenfield Ave. Phone, GR-6772 Milwaukee 14, Wis.

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make your cigarettes available at every outlet. Vending machines enable you to cope with the price-cut evil, as they sell cigarettes at legitimate and not loss-leader prices."

Whatever effect it may have on the future stability of the piggy-bankers, the city's next move in the downtown area is almost certain to bring satisfaction to a large number of motorists. It is going forward with plans to discard the antiquated meters and replace them with "Tiffany" models. One penny will buy twelve minutes of parking time. Independence, Mo., will also have the 1-cent parking meters installed around the square. Incidentally, Carl Magee, inventor of the parking meter, died January 31 in Oklahoma City.

R. H. Erichsen and J. E. Hagstrom have been elected vice-presidents of the Vendo Co. Erichsen, who joined the company in 1942, was secretary and now will hold both positions. During the war, he co-ordinated the firm's engineering, purchasing and production departments. Hagstrom has been with the company since its start in 1937 and is in charge of engineering and research. Directors also added to the board were Fred N. Pierson, Robert W. Wagstaff and Henry Gaddis.

Elmer F. Pierson, Vendo president, in a talk before the Real Estate Board February 8th, stated that concerted action on pending civic improvements, before delay and

idle talk confuse the issues involved and shelve the plans, was urgent. "If Kansas City can grow twenty-five per cent in five years, as it has done in the last five," Pierson stated, "it must prepare itself for continued growth. A million population in the next ten years is a definite possibility. We must plan to meet this expansion."

Walter A. Bowers, formerly vice-president and treasurer of the Lawrence Aeronautical Corporation of Lindon, N. J., has been elected vice-president and treasurer of Aireon. He is widely known in the Middle West through former connections with the Harris Trust and Savings bank of Chicago and Halsey, Stuart & Co.

Kansas City, Kansas, acquired full possession of the building used during the war by Aireon, the first week in February. Deed to the property was filed with the board of public utilities in control of the airport and payment of the \$87,750 purchase price was authorized.

The Better Business Bureau has announced through its Bulletin that a small percentage of operators in the vending machine industry is misrepresenting profit possibilities and claiming experience is unnecessary. Quoting: "A veteran of several war campaigns recently paid \$1900 to a tramp vending machine concern with exclusive territory rights in southeast Kansas City. Although the money was advanced in full to a Los Angeles concern last Sep-

tember, the machines have not been delivered to date.

"In addition to delivery difficulties, the veteran is faced with the equally hazardous problem of distribution. He has found that all the lucrative locations are occupied with little chance that his machines might replace the old ones."

After a \$1900 investment the veteran is faced with this situation, the bulletin states: 1. He has not yet received the promised machines. 2. Chances for good locations are slim. 3. Profit chances could in no way compare to the representation made by the salesman.

"The vending machine industry is a large and legitimate one but the influx of a few questionable promoters into this business is a matter of serious concern to ethical members of the industry."

Dev Thatcher

Dallas

Texas coin machine operators who had anticipated receiving a substantial amount of new coin machines in the month of February, are somewhat disappointed that very little new coin equipment has reached the local market. A limited number of new phonographs and a very limited supply of marble tables and slots have so far been delivered to local operators. Although new equipment is in short supply and rebuilt machines are getting harder to find, Dallas operators are enjoying a good business. The gross take continues at a high level and the local coin machine trade looks cheerfully to a continued bright future for 1946.

Dallas operators are well pleased with the recent ruling of the Texas Cigarette and Occupational Tax Department which now permits the transfer of a tax receipt from one coin machine to another coin machine of the same class. The transfer may be made without charge to the owner or operator of the coin machine.

An announcement, dated January 30, 1946 from the office of H. A. Smith, Director of Cigarette and Occupational tax division says: "Occupational tax statutes,

Needed by Every Operator—
Mechanic—Service Man—Shop

"FLUORESCENT INSPECTION AND WORK LIGHT"

A 1000 hour light in a non-breakable plastic tube 11" long, 1 1/2" diameter, 27 ft. extra heavy rubber cord. Express prepaid when full cash accompanies sample order.

EASILY CARRIED IN ANY TOOL KIT

WRITE FOR DEALER'S QUANTITY
PRICE!

Only \$8⁹⁵ each

MONEY REFUNDED IF NOT 100%
SATISFIED

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15
Phone: DRexel 3209

REAL BARGAINS!!

BAKER PACER DAILY DOUBLE	\$110.00
EXHIBIT RACES CONSOLE	35.00
5 Chico Hockeys A-1 Shape	All 750.00
2 Grand National 1 Dead Heat One Balls	All 145.00
Mills 5 in 1 Free Play	35.00

SEND DEPOSIT WITH ALL ORDERS.

JULES OLSHEIN & COMPANY

1100-02 BROADWAY

ALBANY 4, N.Y.

Bill Wolf announces

PREMIER SHOWING
of
THE NEW
AMI PHONOGRAPH

- Los Angeles: March 27 and 28, 1946
- San Francisco: April 3 and 4, 1946

AT OUR SHOWROOMS

- 1348 Venice Boulevard, Los Angeles
- 1175 Folsom Street, San Francisco



M. S. WOLF DISTRIBUTING COMPANY

(Formerly: California Amusement Co.)

OVER→

Bill Wolf announces
GRAND OPENING

Our New Seattle Headquarters

April 10th and 11th, 1946

2313 3rd Avenue

Seattle, Washington

PREMIER SHOWING
of
THE NEW
AMI PHONOGRAPH

April 10th and 11th, 1946

at our

Seattle Headquarters

2313 3rd Avenue

Seattle, Washington



M. S. WOLF DISTRIBUTING COMPANY

(Formerly: California Amusement Co.)

supported by Attorney General's opinion permits us to legally transfer a coin operated machine tax receipt one time, from the coin machine for which it was originally issued to another machine of the same class, provided requirements of the (Texas) occupational tax laws have been complied with by the owner or operator of the machine. No charge for transfer."

Operators making the tax receipt transfer, must send the original tax receipt to the State of Texas Cigarette & Occupational tax office at Austin, Texas, except in cases where the original receipt has been attached to a coin machine so it cannot be removed. In such case the owner will furnish the tax office with a letter from the Tax Supervisor stating that the Supervisor has personally destroyed the original tax receipt.

The new ruling of the Texas tax department will be a real advantage to coin machine operators who are fortunate enough to receive new coin machines. It will enable them to transfer their 1946 tax receipts from old machines to their new equipment, provided they comply with Texas coin machine statutes.

Arthur Flake of the Arthur Flake Distributing Co. was a recent visitor to the Chicago coin machine market. Arthur conferred with officials of the Watling Manufacturing Co. while in the Windy City. Flake is Texas distributor for Watling scales, slots and other Watling products.

More than 200 Texas and Oklahoma operators attended the recent all day showing of the J. P. Seeburg 1946 line of music equipment. The joint demonstration and sales conference was sponsored by the S. H. Lynch Co., Texas distributors for the Seeburg products.

E. E. Rezeau, assistant Sales Manager for J. P. Seeburg Corp. presented the new Seeburg 1-46 Symphonola and new Seeburg remote control wallbox. Two new Seeburg speakers—one with the new tear-drop control and one without the control were also demonstrated by Rezeau. He was ably assisted by Spencer Otis, Southwestern representative for J. P. Seeburg Corp.

Arthur Hughes of the S. H. Lynch Co., presided at the morning and afternoon sessions of the sales conference and was master of ceremonies for the noonday luncheon at the Baker Hotel for which S. H. Lynch Co. were hosts. Helping to explain Lynch's sales and advertising plans were S. H. Lynch and Ed Furlow.

W. F. (Bill) O'Connor is the new Dallas phonograph departmental manager for S. H. Lynch Co. O'Connor will be assisted by Dunlap Wight. C. R. Brewer, an old time employee will be field service manager. W. H. Thompson will supervise the branch offices.

Coin machine operators from every section of the Southwest were enthusiastic attendants at the two day open house and demonstration of U-Need-A Monarch cigarette venders here. More than 1000 visitors attended the two day demonstration and they came from as far West as Kansas City and as far East as New Orleans and Mississippi.

Presentation of U-Need-A products was sponsored by the Southwest Amusement Co., new distributors for the U-Need-A line. Mr. and Mrs. Sam Yaras were hosts at a buffet luncheon served all the visiting coin machine men and their guests.

Announcement has been made by Southwest Amusement Co. of their new distributorship for AMI phonographs. A showing of the new AMI line will be announced by the firm in a few days.

Fred Able, coin machine operator of

PRECISION CONVERSIONS

ONLY

\$139⁵⁰



Ship or bring in any of the following 20 machines—we will completely recondition and place in a sparkling new Cherry Chrome case for only \$139.50.

**BLUE FRONTS
BROWN FRONTS
EXTRAORDINARIES
BONUSES
F.O.K.'s
WAR EAGLES
CHERRY BELLS
CLUB BELLS
MELON BELLS
SQUARE BELLS**

**FUTURITIES
FLASHER TABLES
10 GRAND TABLES
20 GRAND TABLES
ROMAN HEADS
SILVER CHROMES
GOLD CHROMES
COPPER CHROMES
HAND LOADS
EMERALD CHROMES**

INCLUDES

**NEW CHERRY CHROME CASE
NEW CLUB HANDLE
NEW SET GLASS
NEW REEL ASSEMBLY
NEW SLIDES
NEW SPRINGS
ALL METAL PARTS PLATED**

**COMPLETELY RECONDITION, SYNCHRONIZE AND PLATE MECHANISM.
COMPLETELY RECONDITION AND PLATE ESCALATOR.
COMPLETELY RECONDITION AND PLATE JACKPOT ASSEMBLY.**

NO EXTRA CHARGES

1 to 5 DAYS' SERVICE

Specify desired payout

**ONE CHERRY 2/5 3 LEMON LIBERAL
ONE CHERRY 2/5 4 LEMON CONSERVATIVE
TWO CHERRY 3/5 3 LEMON LIBERAL
TWO CHERRY 3/5 5 LEMON CONSERVATIVE**

EXPOSITION GAMES CO.

989 GOLDEN GATE AVE.

SAN FRANCISCO 2, CAL.

COIN
MACHINE
REVIEW

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Vernon, Texas is the new owner of the Melody Music Co. of El Paso. Fred recently purchased the West Texas operations from George Prock of Dallas.

Frank W. Wood

Houston

The showing of the Seeburg Post War Phonograph was marked by the largest gathering of coinmen in this city since long before Pearl Harbor. Over 100 people directly connected with music operating attended the affair from ten in the morning until five afternoon at the Rice Hotel. A complete line of Seeburg accessories including wall boxes, speakers, and amplifiers, was also on display. A. C. Hughes, general salesmanager for S. H. Lynch & Co., Seeburg distributors in most of the

Southwest, was in charge of the affair. He was assisted by A. A. Sage, salesman, and R. C. Brewer, service manager for S. H. Lynch Co., and a number of Seeburg home office service specialists.

The morning session was occupied with demonstrations and detailed mechanical explanations of the wall boxes, speakers, and other accessories. Promptly at noon an elaborate luncheon was served in the adjoining banquet hall. After the musicians had re-assembled in the large auditorium where the showing was held, Hughes, with a short and well received speech, dramatically unveiled the new phonograph. When the cheers had subsided Hughes gave the price of the phonograph together with prices of every other item on display; and then explained Seeburg's proposed

—TURN PAGE

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RIVIERA
CONVERTED FROM
"BIG PARADE"

★

Other Conversions From ...

ZOMBIE	DO-RE-MI
SUN BEAM	STARS
DOUBLE PLAY	LEADER
WEST WIND	DUPLEX
SKY BLAZER	KNOCKOUT

NOTE
We will buy at \$60 each, F.O.B. our factory, any of the above listed games.

★

UNITED Manufacturing Company
6125 N. Western Ave., Chicago 45, Ill.

See Your Distributor or Write Direct

plan of distribution until such time as a plentiful supply of phonographs could be manufactured.

He referred to their plan as the Allocation Plan. Each operator would, at first, be shipped one sample with suggestion that he display it in his own office to a number of his top location owners. Later each operator would be allotted five or ten new phonographs depending upon the extent of his operations. All samples for each city would be delivered the same day. Those operators who had sold out to go into the armed service and wished to get back into the business would be allotted five machines. Those operators who had sold out for any other cause would be served only after returned veteran operators and operators who had carried on during the war.

H. M. Crowe is again confined to a hospital for a major ailment contracted while he was in the service. This is the third time he has been operated on since returning to civilian life. He underwent one operation in a navy hospital before his discharge.

Met our old friend, Joe Baine of Beaumont and his charming wife at the Seeburg show. Mrs. Baine was very proudly showing off her future sister-in-law, Miss Bette Marie Thompson, a cute little blonde.

An interesting sidelight of the Seeburg show was when four old timer operators posed for a picture. They were Al Lemke and Clyde Atkins of Houston and Bill Tinlin and M. D. Clem of Beaumont. Joe Block of Galveston, probably the dean of all Texas music operators, had already left the hotel when it was decided to make the picture. It would have been especially appropriate having Block in the group as

he started operating Seeburg phonographs at the same time J. P. Seeburg started making them and has operated Seeburgs continuously ever since.

The North Main Record Shop, featuring a complete line of phonograph supplies, home phonographs and records, was opened this year. E. F. Rusk, local music operator for several years, is the owner.

E. B. Shelby, owner of the Shelby Music Co., Waco, one of the largest operating firms in Central Texas, in the city and a guest of H. M. Crowe at the Houston Fat Stock Show and Rodeo.

Out of town coinmen visiting Houston the past month included: S. C. Teeter, Bryan; Mike Bland, Orange; H. D. Neal, Jasper; N. E. Johnson, Nacadoches; B. W. Largent, Lufkin; T. A. Bober, Apple Springs; Johnnie Webb, Bryan; Rudy Thieliman, Brenham; Maurice DeOlive,

Brenham; Pete Arganis, Galveston; Joe Block, Galveston; A. E. Schatz, Somerville; Frank Farmer, Liberty; Ray Roecker, Wharton; Joe Quartararo, Beaumont; Joe Mullally, Beaumont.

About home town operators: Albert Reese, out of the Navy and back in the old harness . . . Al Lemke, real old timer, hinted that he was out for some expanding instead of just rocking along easylike as he's done the past few years . . . Ernest Gates went fishing and didn't get fish and that's news, gentlemen, that's news . . . A middle glance shows W. O. Rabe and J. Dean are riding a high tide of prosperity . . . Strapping E. F. (the trader) Conklin, has his weight down to a mere 280; says it's worrying about new stuff he wants and can't buy . . . J. B. Belin, businesslike as usual and pretending to believe our rather weak excuse for not having been round to see him in years . . . Johnny Benton out of the Army and back with General Distributing Co. . . Bill Peacock busy with his Shrine work, particularly with the sale of tickets for the crippled children's ball.

John G. Wright

Mississippi

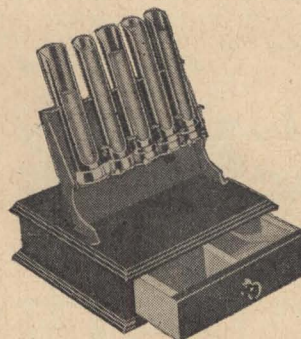
Things may be bad all over, as the saying goes, but things are not bad at all down here in the deep south. In fact, things are pretty good all over the state of Mississippi insofar as slots and coin machines are concerned.

The law, for one thing, is getting more lenient with operators, and there's some talk of even legalizing liquor, but that in all probability won't happen—not this season, anyhow. Just the same, slots, table, counter models and even the Big Bens, or Bells, etc., are now operating in Adams County, where five or ten years ago, a man who owned a slot was considered Public Enemy No. 1.

Operators once more gave their aid and money to the annual President's Ball for the Infantile Paralysis sufferers of this section. Bill Eidt, well known operator gave his big dance hall, the Windmill, to the Natchez Junior Chamber of Commerce for their annual March of Dimes Ball, while across the Mississippi River in Ferriday, Bob Lancaster donated the use of his dance pavilion, Bob's Night Club.

Major Charles Beard is back in the states on terminal leave with his father, Frank Licata, Vidalia operator. He expects to resume operations when he gets his discharge.

James Caire is back home, discharged from the Army Air Corps, and he is planning to enter the machine business with his father, Beauvais Caire. He and his wife, Mrs. Anna Caire, will make their home with his parents.



Quick Change Multiple-Coin
Changer. Eject 5 nickels, 2
nickels, Dimes and Quarters,
\$26.95.

STANDARD BRANDS CHANGE MASTERS

SOLID ALUMINUM CASTING
POLISHED CHROME
HOLDS \$10.00 IN NICKELS
FASTER CHANGE MAKING
FASTER MACHINE PLAY



\$9.85

Badger Sales

1612 W. Pico
Los Angeles

Badger Novelty

2546 N. 30th St.
Milwaukee

Major Percy L. Rountree Jr., son of operator Percy L. Rountree, is home on terminal leave. He plans to re-enter the coin machine business, taking over where his father left off in Vidalia and Ferriday, Louisiana.

Another retired Major, Sam Junkin Jr., is also back, and is now a full fledged operator. Sam is with the Joe Gardner Co., and the ex-flier says he likes the business okay.

Edward W. Byrd, son of operator E. H. Byrd is back home after serving three and a half years in the Navy.

Patrick P. Burns has been given his discharge and is back in business with members of his family.

Capt. Paul E. Peale has resumed his local operations. He recently married in Tennessee.

Sidney Menefee is now making his home in Mobile, Alabama, where he has extensive coin machine operations.

Hugh C. Bowie is back home and has taken over his old position with the Kendall Co.

Captain Hoskins L. Deterly has been given his discharge and will resume his local operations immediately.

Cpl. R. Jewell Butler, son of operator Edgar Butler was recently promoted. Cpl. Butler is presently stationed in Japan with the army of occupation.

The many friends of John Eidt, a member of the coin machine firm of Eidt's Enterprises, are glad to see him out again after his recent illness.

Mrs. Ellis C. Keathley is now making her home in New Orleans. She has turned over her business interests here to her father, J. W. Calloway.

Conner Burns has resumed his old operations in this and neighboring territory. He was formerly associated with Leroy Wheat but is now on his own. He plans to be married soon to Miss Faye Booker and they will make their home in Natchez.

Wadley Craig, operator of the Pilgrimage Co. has added a number of new machines to his route and says business is better than ever.

First Lieutenant Mary Idell Druitt is back home after three years in Europe as an army nurse with the Third and other armies under General Patton. She is now at home in Jena, La., with her brother Glenn Druitt, one of the leading operators of Northeast Louisiana.

Among the former operators back from service are Julius and Henry Mascagni, who are again associated in business with their father, Celio Mascagni.

Charles Morrell of the Star-Morrell Co. is out again and back at work after his recent accident when he fell and suffered a broken arm. His son, Charles Jr. and Quegles Couillard conducted the business while he was absent.

Captain Neil A. McLean and P. K. Ewing Jr. recently made a business trip to Jackson, Mississippi to purchase addi-

"SUSPENSE" "SUSPENSE" "SUSPENSE"

All Over the Country!

SEE YOUR DISTRIBUTOR OR

CONTACT OUR REGIONAL DISTRIBUTORS

Williams
MANUFACTURING
COMPANY

161 W. HURON STREET, CHICAGO 10, ILLINOIS

COIN
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FOR
MARCH
1946

**Immediate
Delivery**
ABT COIN CHUTES
Mills Vest Pocket F.P.,
Chutes.....\$3.50

— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

tional equipment for the company's operations.

Harold M. Case

Webb in New Move

CHICAGO—I. F. Webb, owner of Webb Distributing Co., announces the firm is now fully installed in their spacious new quarters at the corner of Madison & Kedzie Sts., occupying the entire second floor at 6 South Kedzie.

"The move was made necessary by expanding sales," says Webb, "along with the coming of the 'Phonograph of Tomorrow,' Rock-Ola's new post-war phonograph . . . for which we are exclusive factory distributor in the territory of northern Illinois, eastern Iowa, and Gary, Indiana."

Showroom in the new place, especially arranged for the introduction of the new Rock-Ola, measures 40x15 feet. In addition there are eight private offices, along with ample storage facilities.

Eagle Business Brisk

CHICAGO—"Brisk is the only word to describe it," said Eagle Coin in speaking of the current business on the extensive line of replacement plastics they are offering phono operators. "Idle phonographs, because of broken plastics, don't make the operator any money, and consequently operators are finding Eagle plastics are just what the doctor ordered to get those machines back on location and earning once again."

The Eagle line of plastics is carried by alert jobbers and distributors throughout the nation.

* * *

Professor: "Young man, didn't you have a brother in this class last year?"

Student: "No, sir. It was I. I'm taking the course over again."

Professor: "Well, well. Extraordinary resemblance."

CIGARETTE VENDING



Cigarettes Set Record in '44, To Reach New High This Year

NEW YORK—The cigarette industry broke all previous production records last year, manufacturing over 9 billion more cigarettes than in 1944, according to a report published Feb. 1 in *Printers' Ink* on cigarette industry operations during 1945, compiled by Harry M. Wootten, New York consultant on tobacco securities. Meanwhile, American per capita consumption rose from 1,505 cigarettes in 1941 to 2,262 cigarettes in 1945.

Wootten believes that the saturation point in cigarettes is nowhere near its peak and points out that while the indicated consumption of cigarettes by Americans during the war years increased 44.3 per cent, the increase in per capita consumption was 50.3 per cent.

Despite this great expansion, profits throughout the war period have been considerably below the immediate pre-war years. This is attributable to the ceiling on cigarette prices and the continued increase in the cost of leaf tobacco. Low profit margins and excess profits taxes have sharply reduced the stockholders' equity of the earnings of most of the larger cigarette companies.

Most needed now is a mark-up in cigarette prices, Wootten states. Earnings will be somewhat better this year because of discontinuance of the excess profits tax, but the price manufacturers are receiving for cigarettes is at the 1937 level—while the average cost of leaf tobacco used in processing the product has risen 92 per cent. Nevertheless, the larger companies are expanding their manufacturing facilities for considerably larger production.

There is moderate confidence that the

OPA will allow a mark-up. Such action would stimulate the entire industry, as manufacturers would be able to increase cigarette consumption through the proven method of more intensified advertising.

Last year, Uncle Sam was the industry's most important customer, and up through last March nearly 40 per cent of the industry's total output was in tax-free cigarettes for overseas consignment. The monthly peak of over 11 and a half billion tax-free cigarettes gradually declined through the second quarter. By September, the tax-free output was down to 800 million cigarettes.

Memories of the cigarette famine still linger. Last year's output of cigarettes was roughly 331 billion compared to almost 322 billion in 1944, but popular brands remained short on the civilian market through the greater part of the year. But for the priority of Government orders for tremendous quantities of tax-free cigarettes, any one of the big three producers could have sold several billion more cigarettes to civilians during the first half of the year.

Manufacturers had geared production to an extraordinary demand, and with the abrupt cancellation of Government orders after V-J Day, leading brands soon reached the domestic market in adequate volume for the first time in over a year.

Tax-free cigarette production for export in 1945 decreased 23 per cent from the previous year—from roughly 82 and a half billion to 63 and a half billion. Production of tax-paid cigarettes for domestic consumption gained 11.5 per cent—from al-

(See CIG. RECORD, Page 36)

Mail Order Fags Again

NEW YORK—An outburst of national advertising by several firms is now appearing in a great number of widely circulated periodicals offering cigarettes by the carton for prices ranging from \$1.23 on up to \$1.35 per carton. All popular brands are offered and postage is prepaid on minimum orders for 3 cartons.

Business is said to be terrific, especially in states where extra city and state taxes are assessed on fags. Operators are looking askance at the new competition, for if it is permitted to continue it may eventually take a slice out of vending sales.

Several states are eyeing the practice with a view to stopping the import of cigarettes to beat existing taxes. Wisconsin found 40,000 cartons coming into the State each month by mail from one Chicago house and the Assembly evolved a "use tax" on tobacco so purchased.

Recently the State of Ohio figured that mail order cigarettes were costing the State thousands of dollars in taxes. In the first half of 1945 the State collected \$3,489,332 from cigarette stamps, compared to \$4,364,905 for the same period in 1944. Officials attributed a considerable portion of this drop to mail order cigarettes and not to cigarette shortages existing in the same months.

It stands to reason that if sufficient states inaugurate "use tax" laws on tobacco crossing state lines, and suppliers are required to list the states in which the use tax must be added on, there would be a sudden decrease, or complete elimination of this growing menace to fair business practices.

H. Z. in New Quarters

OMAHA—The H. Z. Vending & Sales Co. has moved into new quarters. The firm, headed by Hymie Zorinsky, is rapidly becoming one of the more important tobacco jobbing organizations in the Middle West. The new building, with all the latest equipment, makes it possible to display merchandise to the best advantage.

In addition to acting as a distributor for tobacco and tobacco products, the firm operates amusement and vending machines. Its territory includes Nebraska and Iowa.

To Hike Cig Prices?

LOUISVILLE, Ky.—Kentucky tobacco interests and operators of vendors are watching developments in the State capital, in Frankfort, following report that representatives of the tobacco industry are ready to consider organization of a Statewide drive, advocating a hike in retail price of cigarettes, as means of benefiting Kentucky tobacco growers.

* * *

Many a girl's negative personality has been developed in a dark room.

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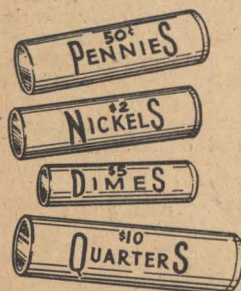
FOR
MARCH
1946

STEEL-STRONG TUBULAR WRAPPERS

MADE OF EXTRA HEAVY, SPECIAL
GENUINE KRAFT PAPER, GLUED
PERFECTLY AND CORRECT IN SIZE.

A "STANDARD BRANDS" SPECIAL

1000 to Box.....	ea.	.65
1 Case.....	per M	.60
3 Cases.....	per M	.55
6 Cases.....	per M	.53



BADGER SALES
1612 W. PICO BLVD.
LOS ANGELES

BADGER NOVELTY
2546 N. 30th ST.
MILWAUKEE

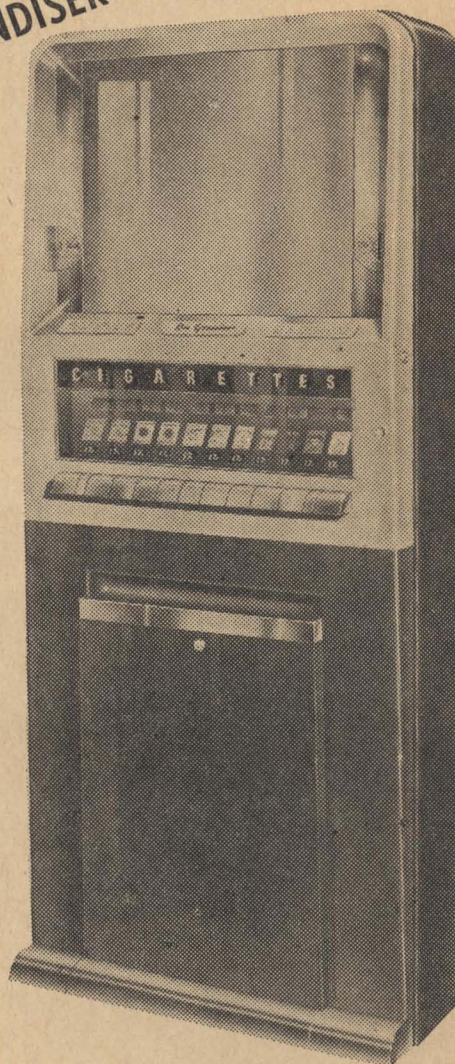
TOP LOCATIONS
DESERVE THE

DUGRENIER

Challenger

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

- Single coin insert
- Speedy coin drop
- Mechanism operates on nickels, dimes and (quarters—optional)
- Separate slug rejectors for nickel, dime (and quarter—optional)
- Simple compact lower coin mechanism,—only one adjustment
- Entire unit and mechanism readily accessible
- Operating unit moves forward in cabinet in two positions
- Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings
- Ejector handles are formed steel sections
- Revolutionary type ejector eliminates all package load on delivery mechanism
- Positive empty column lockout device
- Centrally located match delivery unit
- Every regular and auxiliary column will accommodate King size packages
- Extra capacity 1c box match unit (optional)



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ARTHUR H. DUGRENIER, Inc.

AMERICA'S FOREMOST MANUFACTURER OF AUTOMATIC CIGARETTE, CANDY AND GUM MERCHANDISERS
15 HALE STREET, HAVERHILL, MASS.

Coinmatic Distributors, 2712
W. Pico Blvd., Los Angeles
6, Calif.; California, Ari-
zona, Nevada, Hawaii.

Uneeda Pak Dist. Corp.,
1420 Michigan Ave., Detroit
16, Mich.; Michigan, Ohio,
Virginia, West Virginia.

Dierichx Vending Co., 107
Cedar Ave., Newark, N. J.;
No. New Jersey.

U-Need-A Vendor Dist. Co.,
167 No. East 2nd St., Miami,
Fla.; Florida, Georgia, Ala-
bama, Mississippi, No. and
So. Carolina.

Southwest Amusement Co.,
2916 Main St., Dallas, Tex.;
Texas, Oklahoma, Kansas,
Arkansas, New Mexico,
Louisiana.

Al Price Dist. Co., 585 10th
Ave., New York 18, N. Y.;
New York City, Bronx, Kings
and Westchester Counties.

Mack H. Postel, 6750 N.
Ashland Ave., Chicago 26,
Ill.; Nebraska, Indiana,
Wisconsin, Minnesota, Iowa.

Arkansas - Tennessee Dist.
Co., 304 Main Street, Little
Rock, Arkansas; Tennessee.

Lester Paul, 585 10th Ave.,
New York 18, N. Y.; Long
Island, Staten Island, N. Y.
State.

J. Rosenfield Co., 3218
Olive St., St. Louis 3, Mo.;
Missouri, Kentucky.

Scott-Crosse Co., 1423
Spring Garden St., Phila.
30, Pa.; Pennsylvania,
Maryland, Washington, D.C.,
Delaware, So. New Jersey.

HERE'S THE COMPLETE U-NEED-A ORGANIZATION



J. Breidt



William J. Moore

U-NEED-A VENDORS, INC.

OWNERS OF THE ORIGINAL U-NEED-A-PAK TOOLS, DIES AND PATENTS
OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J. • PLANT: 225 NORTH AVENUE, GARWOOD, N. J.



MAKE WAY FOR THE

U-NEED-A "MONARCH"

CIGARETTE MERCHANDISER

Time, Patience and Skill combined to make the U-NEED-A "MONARCH". And its breath-taking design . . . mechanical simplicity and startling capacity combine to make it the finest profit-producing cigarette merchandiser ever manufactured.

CAPACITY OF THE U-NEED-A "MONARCH"

6 Columns	380 Packs
8 Columns	510 Packs
10 Columns	640 Packs

U-NEED-A VENDORS, INC.

OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J.

OWNERS OF THE ORIGINAL U-NEED-A-PAK
TOOLS, DIES AND PATENTS

PLANT: 225 NORTH AVENUE, GARWOOD, N. J.

THE U-NEED-A "MONARCH" WAS DESIGNED BY NORMAN BEL GEDDES

COIN
MACHINE
REVIEW

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FOR
MARCH
1946

Record Expansion in Vending Predicted

NEW YORK—In a recent issue of *Rowe-Gram*, house organ of the Rowe Manufacturing Co., Inc., various leaders in the automatic vending machine field gazed into crystal balls and made some predictions for the industry. The consensus of opinion was that an era of unprecedented expansion in the sale of merchandise and services through automatic vending machines is to be expected in 1946.

The greatest increase in locations for vending machines will be in the industrial field, say the seers. In the words of Ben D. Seltzer, vending department manager of the New York Subways Advertising Co., Inc., "Production-wise executives now realize that chewing gum helps employees feel better and work better, relieving nervous tension and cutting down trips to the drinking fountain. Similarly, they have seen that the availability of cigarettes and candy helps build sound employee relations. As a result, smart management today welcomes the automatic merchandiser with open arms."

To the man, the executives agree on the fact that this expected increase carries with it certain obligations. A market research plan, a study and application of improved merchandising methods, a vigorous public relations program, and, above all, a constant and consistent realization of the industry's collective and individual responsibility to the public are essential. These are necessary not only in order to capitalize on the present favorable situation, but to lay the foundation for continued development. The good will of the public is the life blood of the industry. Old preconceived prejudices are being broken down.

It is up to the industry to give the courteous and efficient service which will insure the continued good will and patronage of the public.

Along this line Frank J. Bradley of the Automatic Equipment Co. says, "Operators can improve the type of public service they render by the way in which they erect the four pillars of success in the vending machine business—machines, merchandise, men and locations. They should buy the best machines available; stock the merchandise that has the greatest consumer acceptance; give the people what they want; select neat, courteous servicemen and train them to handle the public properly, to keep machines in good order, to

keep machines filled, rotate stock, change variety, supervise constantly: get good locations and keep them."

A similar opinion is expressed by E. F. Pierson, President of Vendo Co., who says, "No longer will old, trite merchandising methods suffice. The future will belong to those whose ideas and policies keep the public as their number one consideration."

No radical changes in design are expected before late this year. That, according to J. B. Lanagan, President of The Nik-O-Lok Co., makes the improvement of the service rendered to the public with existing models even more vital.

T. Gordon Mason of the Dr. Pepper Co. points out that the full development of automatic merchandising will be an important stimulant to the full employment program through the creation of many new jobs in the fields of distribution, manufacturing, and transportation. Therefore the industry not only has a chance to increase the market, but, at the same time, to help promote the goal of national prosperity.

Telephone Co. Applauds Use of Cig Vendors

NEW YORK—D. G. Dewey, Dining Service Manager of the New York Telephone Co., would make a good salesman for cigarette vending machines. His enthusiasm is based on experience.

The New York Telephone Co. operates 43 employee cafeterias serving approximately six million meals a year. In the dining service department alone there are 400 employees. The problems connected with the operation of this department are many and, in the past, the question of cigarette sales was not the least of them. But automatic vendors have solved that problem.

The installation of cigarette vending machines makes it possible to keep food sales and cigarette sales entirely separate. This is a great help to bookkeeping and to the cashiers. Cafeteria lines move more rapidly and employees find the machines more convenient than the old system of buying through the lines. Moreover, though the cafeterias are not run on a twenty-four hour basis, the vending machines make cigarettes available at all times.

The advantages Dewey points out make good sales talk. Best of all, they are undeniable as large offices and industrial plants everywhere are discovering.

* * *

GIVE . . . To the RED CROSS

CIG. RECORD

(Continued from Page 32)

most 239 and a half billion to roughly 267 and a half billion.

Of the big three cigarettes, American Tobacco Co.'s Lucky Strike continued its leadership as the largest selling cigarette, producing five and a half billion more cigarettes than in 1944. American Tobacco Co. and its almost wholly owned subsidiary produced roughly 89 billion cigarettes last year. This represents 39.6 per cent of the industry total tax-paid and tax-free output.

Fastest growing cigarette was Pall Mall, manufactured by American Cigarette & Cigar Co., subsidiary of American Tobacco Co. This brand showed a gain of 21.8 per cent over the 1944 estimated output of over 7 and a half billion cigarettes.

R. J. Reynolds' Camels moved up to second place in the production picture, with an estimated output of 72 billion compared to almost 68 and a half billion in 1944. This is a gain of over three and a half billion cigarettes, or 54 per cent.

Liggett & Myers' Chesterfield, credited with the largest gain in the big-volume field in 1944, showed a decrease last year of about one billion cigarettes from its estimated record production in 1944.

Phillip Morris' volume remained unchanged from 1944, but the company is believed to have expanded its output for the domestic market by roughly two and a half billion cigarettes.

P. Lorillard's production of Old Gold showed a decrease in tax-free output but showed a gain of two and a half billion cigarettes for the home market. Old Gold's output of 18 and a half billion in 1944 was a record production for this brand.

During the four years we were at war, production of American cigarettes for domestic and foreign consumption increased by 11,300,000,000, or 51.8 per cent. The cigarette business, one of the nation's most rapidly growing industries, is on a much higher plateau than in pre-war years, and the consumption curve is expected to mount sharply skyward in the coming months.

Alarm Stops Cig Thefts

NEW YORK—Hijacking has thrived on war-time scarcities. From liquor and furs, preferred objects in pre-war days, hijackers have turned their attention to all items having possible resale value on the black market. Anything difficult to obtain readily on the open market is vulnerable.

During the "lean" months, cigarettes were added to the hijackers' list. In 75 truck losses, only a fraction of the total figure for the nation, over half a million dollars was lost and cigarettes accounted for over 10% of that total. Individual cigarette losses ranged from \$1,100 to \$17,300 and occurred in all sections of the country.

Since FBIman J. Edgar Hoover predicts still more truck thefts and hijackings in the year ahead, every possible protective device is being studied.

To combat the menace one cigarette service company uses a safety device, the Babaco alarm, for their delivery trucks. The alarms, approved by all insurance companies, acts as a guard while the truck is in motion and while it is left unattended. No thefts or hijackings were suffered by this company during the wave of cigarette losses, making it possible for the company to assure customers prompt and safe delivery.

* * *

There was never anything made but that someone else could make it worse and sell it for less.

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STANDARD BRANDS OFFERS THE ALL-PURPOSE SOLDERING PENCIL



An indispensable hand tool for your service department and to carry with you on calls. This light-as-a-feather soldering tool is available in FOUR INTERCHANGEABLE TIPS . . . each designed to solve a particular problem. Ideal for speedy precision work on intricate, hard-to-reach jobs. Weighs only 3.6 ounces, 7 inches long, heats in 90 seconds. Complete with 6 feet of cord. . . . \$1.00 ea.

TIPS: Illustrated is a Pyramid tip available at 85c. Also supplied is a Pencil Tip of 1/8" dia. at \$1.00; Extra Hot tip made from Tellurium, at \$1.00; and a Chisel Shaped 1/8" dia. tip at \$1.00. Pencil and all 4 tips, complete, \$5.85.

BADGER SALES CO.
1612 W. PICO BLVD.
LOS ANGELES

BADGER NOVELTY CO.
2546 NORTH 30th ST.
MILWAUKEE

**NOW .. FOR YOU
OPERATORS!**

The New Automatic
All Electric
**CIGARETTE
VENDING
MACHINE**

Here—for you operators—is the most "talked of" cigarette vending machine in the trade.

Orders and inquiries are coming in every day from operators in practically every state . . . operators who realize that it pays to be modern and progressive —pays in the way of bigger and better business.



**Here are 5 Reasons Why Operators Favor The
Eastern Electric Cigarette Vending Machine**

1. Protects Your Better Locations from Competitors' Machines.
2. Makes Possible NEW and BETTER LOCATIONS.
3. Its Modern Steel Structure Makes It Virtually Damage Proof.
4. Modern in Design, Sturdy in Construction, Economical in Operation.
5. Approved by Operators in the East as the "Last Word" in Cigarette Vending Machines.

SPECIFICATIONS

Speedy delivery (exactly 1 3/4 seconds). Dial Selector to change prices of merchandise. Precision-made parts; unbreakable glass showcase window; electrical equipment designed to Underwriter's Laboratory specifications; positive mechanical feed; assured delivery of matches; fingertip button release; all electrical silver contacts. Any combination of coins in 5 and 10 cent pieces; merchandise can be sold from 10 to 40 cents. Compact cabinet approximately 44 inches high, 12 inches deep, 24 inches wide; capacity of machine 8 columns, 40 packs to a column, with column designed to take standard or king size without adjusting. Operates on AC or DC current.

The new Eastern Electric Vending Machine, with its console style beauty and its positive, silent operation, is as "Modern as Tomorrow".

Place Your Orders Now. Orders Filled in the Order Received. Be among the First in your Section.

Price \$159 each FOB Factory. Usual Terms on Purchase of 5 or more.

Exclusive Sales Distributors

EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg., 1775 Broadway, New York, N. Y. Tel. Circle 5-7851

Manufactured by C-Eight Laboratories
Newark, New Jersey

J. P. Marcelle, Pres.; Mario Caruso, Sec.
& Treas.; Hal R. Meeks, Sales Manager

**Pacific Coast Distributors
BLAKE SALES COMPANY**

1028 West 9th St., Los Angeles, Calif., Tel.: TUCKER 5715

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Ten Cent Bars Lag

CHICAGO—In the Candy Capitol of America a lot of long-range planning is being made to eliminate so-called war babies and stress items that will have a permanent consumer demand. Here, too, quality and improved packaging are being emphasized.

Bar goods sales during the past few years have represented about half of the industry's tonnage, and consequently the establishment of a solid footing with the trade and consumer in this field becomes particularly important.

Despite the announcement by some manufacturers that they intend to enter the ten cent bar field, the emphasis is expected to be placed on the five-cent bars, with the size of the bar continuing small or even smaller than they are today. An ounce and one-half seems to be the preferred weight. Peter Paul, Inc., and a

few other New York manufacturers have announced intentions of making a ten-cent bar, but the five cent bar is far ahead in the plans of 95 per cent of the industry's manufacturers.

Now that Uncle Sam has ceased to be the number one customer and a return of adequate sugar will permit capacity production, manufacturers are re-examining their distribution and merchandising set-ups and exploring the introduction of their products through new types of outlets. It seems quite certain the candy jobber will remain in the picture as in pre-war days but manufacturers are giving particular attention to outlets such as vending machines in their respective merchandising studies. Most of them are startled to learn of the important market automatic vendors present and the magnitude of the national operation of such devices.

In-law: The one law you can't flout.

Vicious Price-Cutting Despite Shortages

NEW YORK—Even though sugar is still critical and candy production is only at a fraction of the national demand, prominent chain stores are buying what they can and selling bars for practically their own cost.

For example the A & P stores are advertising and selling five-cent candy bars at two for seven cents and the bars are nationally-advertised favorites and not cat and dog closeouts and unknowns. And all this despite the fact there is supposed to be a potential consumer demand for 700,000,000 pounds over and above the available supply.

Two for seven is just a fore-runner of three for ten and a resumption of the vicious price-cutting so prevalent before the war. Confectionery trade papers are up in arms over the practice and some pressure should be brought to bear to compel manufacturers to sell only to those who will abide by the established retail selling price on bars. Such practices are bound to prove detrimental to volume sale via vendors eventually and consequently candy machine operators are likewise interested in seeing a price standardization and a program inaugurated to keep the chain stores in line on the sales price of nationally-advertised bars.

As one confectionery paper put it: "Unless the confectionery industry can find some way—and we admit it isn't easy—to prevent its five-cent candy bars from being offered at cut-rate prices such as at the A & P, then there will be nothing in the world that will prevent the return of every other vicious practice of the past which permeated the industry and which through the war all but disappeared.

"Yes, unless the industry can find a solution to remedy this greatest of all evils which must inevitably bring on still others, then all the talking, all the earnest exhorting and pleading and admonitions voiced by experienced candy men to keep the industry clean and on a high plane will have been so much water over the dam."

Wrigley Holds To 5c

CHICAGO—Philip K. Wrigley, board chairman of William Wrigley Jr. Co., recently announced that all the prewar brands of Wrigley chewing gum will be back on the counter—and in the vending machines—soon. Sugar is the only supply problem at present. The prewar price of 5 cents a package will be back too. The decision to maintain that price despite possible losses on small volume production was made due to the feeling that the public would object to paying 6 cents for a package of gum.

**ADVERTISING
THAT SELLS!**

ONE OF AMERICA'S TOP
RADIO PROGRAMS CREATING A
GREATER DEMAND FOR TWO OF
AMERICA'S TOP CANDY BARS

COAST-TO-COAST

DAVID HARDING

counterspy

OVER ENTIRE ABC NETWORK
193 STATIONS
Every Sunday Afternoon

5:30 to 6:00 P. M. EST
4:30 to 5:00 P. M. CST
3:30 to 4:00 P. M. MST
2:30 to 3:00 P. M. PST

That super-thrilling
program of mystery,
intrigue and adventure

SCHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION
GENERAL OFFICES, SAINT LOUIS • FACTORY, CHICAGO

Only THE REVIEW

Carries a Department devoted to **CANDY VENDING** in the monthly Coin Machine field. With the gradual return of supplies for the Candy Vendor, you may expect an amplification of coverage, important announcements of new products, trade forecasts and developments, and feature articles of benefit in obtaining the maximum return out of your candy operations. Keep your eye on this Department, for

**THE REVIEW WILL
HAVE IT—FIRST!**

Radio Waves Retard Candy Spoilage

CHICAGO—The proposed use of high frequency radio waves to heat sandwiches in vending machines (reported in THE REVIEW for Feb.) will be only one of the many new uses to which this heating method is being put. Radio or electronic heat is speedy, even, and the heating unit occupies a very little space. These advantages make it adaptable to many situations.

Use in the candy industry is one of the new possibilities in this field. One candy manufacturer has already experimented

with the new device. By exposing peanuts to radio waves which heat them to 130 degrees throughout, any possible infecting organism is killed. This cuts down the spoilage in peanut confections through elimination of mustiness. The flavor of the nut is in no way impaired. Manufacturers of candies and salted nuts may well find this process very valuable.

Radio waves, the same as those used in short-wave broadcasting and in radar, alternate at about 500,000,000 cycles per second. Passing through a substance, they agitate the molecules and cause a resistance which produces heat. Waves are supplied by a small oscillator unit. At so high a frequency the unit needs little more than a vacuum tube and a bend of wire.

Other current uses of the process are for the elimination of bread mold, to stop fermentation of bottled beer, and to cure hard rubber. A large rubber wheel can be cured in 18 minutes; a sandwich can be heated through in 20 seconds.

Schutter-Universal Merge

CHICAGO—Schutter Candy Co., manufacturers of "Old Nick" and "Bit-O-Honey" candy bars, has been merged into Universal Match Corp., St. Louis.

Universal Match acquired stock control of Schutter Candy in September 1944, and at the time of merger, owned more than 99% of the outstanding Schutter stock.

Purpose of the merger is to effect corporate simplification and operating economies, and all policies will be directed from Universal Match's headquarters in St. Louis for both the parent and subsidiary corporation. Schutter candy production, however, continues at the company's modern factory in Chicago. There will be no change in the personnel or management of the Schutter

Your Customers Deserve
THE BEST CANDY
FROM YOUR NEW VENDORS

Buy

Pan Confections

**THE FINEST CONFECTIONS
ON THE MARKET TODAY**

**Our Delicious, Superior Quality
Hard Shell Candies Are a
Must For Your New Vendors**

**BE SURE YOU ARE ON OUR MAILING LIST
DROP US A CARD—TODAY**

Pan Confections

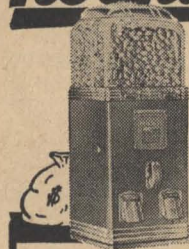
**311-29 WEST SUPERIOR STREET
CHICAGO 10, ILLINOIS**

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Northwestern



**Your Assurance Of
Postwar Security**

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

operation, but the name is changed to "Schutter Candy Division of Universal Match Corp."

Under the Agreement of Merger, approved by the directors and stockholders of the respective corporations, each share of Class B Stock of Schutter Candy was converted into and became 2/5 of a share of the capital stock of Universal Match Corp. Par value of the latter is \$25.00 per share.

Universal Match paid dividends totalling \$1.50 per share in 1945, the same as paid in 1944.

Melster Appoints S.M.

CAMBRIDGE, Wis.—B. A. Fowler, recently appointed sales manager of the Melster Candies, has assumed his new duties and will take over the sales management duties of Harvey Melster, Vice-President, who will devote most of his attention to production, purchasing and plant management.

Fowler brings to the Melster organization many years of practical business experience, particularly in the field of advertising, sales promotion and sales management.

CANDY MACHINES WANTED

STONER CANDY MACHINES
Either 6 or 8 column

Any condition, any quantity

Write, phone or wire collect

Peoples Service News Company

329 South Broad Street

Philadelphia 7, Pa.

Phone: PENnpacker 5966

Bar Production Increasing

WASHINGTON, D. C.—Some interesting facts were revealed in the 18th annual survey of confectionery sales and distribution made by the Bureau of Foreign and Domestic Commerce. In 1944, the year reported on in this survey, bar-type candies accounted for more than 52% of both poundage and value of all confectionery marketed. In other words, bar candies formed a greater portion of the national candy supply than the combined volume of all other candies.

Comparing 1944 sales with those of twenty years ago, chocolate-covered bars advanced from about 19% of all confectionery output to 30%. Solid chocolate bars increased from 5% of the total for all candy to 16% of candy poundage and more than 18% of sales value in 1944.

One-cent candies were more popular twenty years ago than they are today. From 19% they have gone down to 5% of poundage and less than 3% of sales value. Bulk confectionery also decreased—from 32% to 20% of candy volume.

Unveil Candy Vendor

DETROIT—At a venison dinner given by the American Designing & Engineering Co. in the Detroit-Leland Hotel, one of the first postwar candy vending machines was unveiled. Patents for the machine were developed before the war.

The machine, which has been field-tested, will be available soon in two models. Operating by the rotary chain method, machines hold 150 and 280 bars, mint rolls, chewing gum in any assortment.

The Vendo Co. of Kansas City is said to be backing the manufacture of the new machine.

FDR Replaces Liberty

WASHINGTON—When Congress set up the Mint in 1792, there was hot debate over coin patterns. "The head of each President," cried some. "Who can say all Presidents will be satisfactory to the people?" doubters answered, "Use an emblem of Liberty."

Miss Liberty won. Her head, with long hair tied in ribbons, graced dimes first struck in 1796. Then in 1837 her whole figure appeared, seated on a rock and holding the U. S. shield. In 1892, it was only her head again. Then, in 1916, came the Liberty we've been seeing.

Now Miss Liberty is no more. She's to be replaced by FDR on dimes struck by mints in Philadelphia, Denver and San Francisco. However, above the head, as



**NOW—NEW—1946
SILVER-KING**
NOW SOLD ONLY DIRECT
Factory-To-You
(ONE PRICE TO ALL)

DEPENDABLE IMPROVEMENTS
MANY NEW FEATURES
ULTRA MODERN DESIGN
LESS PARTS—EASY SERVICE
PROVEN—TIME TESTED
**BEST FOR BALL GUM,
NUTS, CANDIES, ETC.**
**NEW TIME SAVING
ACCESSORIES**

**ORIGINAL—POLISHED
ALUMINUM COIN COUNTERS**





5c 1c & 5c Comb. 1c

**IN STOCK
CAST IRON STANDS**
WRITE FOR COMPLETE
CATALOGUE AND MONEY SAVING QUANTITY PRICES

SILVER-KING CORP.
622 DIVERSEY PARKWAY CHICAGO 14, ILLINOIS

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law requires, is the word "Liberty."

According to law, the Roosevelt dime will run at least 25 years, barring a special act of Congress. And it can run longer. The Lincoln penny, for instance, has been going strong since 1909.

Candymen Spend Coin

CHICAGO — Six candy manufacturers spent close to a million and a half dollars advertising their products last year over the American Broadcasting Co. network.

Williamson Candy Co. topped the list of candy advertisers on that network with an expenditure of about \$550,000. D. L. Clark Co. ranked second with an outlay of about \$450,000, while Sweets Co. of America spent about \$205,000.

Mars, Inc., radio expenditure over ABC for 1945 was slightly more than \$200,000,

while Peter Paul, Inc., used some \$41,000 in time and the Guittard Chocolate Co., spent approximately \$27,000.

Canteen Income Drops

NEW YORK—The Automatic Canteen Co. of America recently released the figures on net income for the fiscal year ending September 29, 1945. With a net income of \$548,291, common shares earned \$1.28 each. This is a drop from the previous year when net income was \$602,020, or \$1.40 per share. Sales for the 1945 fiscal year were \$12,899,106; for 1944, sales were \$14,253,547.

Candy Show Set

CHICAGO—The first annual convention of the National Candy Wholesalers Association will be held at the Hotel Sherman April 30, May 1 and 2.

OPERATORS!

Send for
LOW PRICES

**NUTS
CHARMS
VENDING SUPPLIES**

Also Get Full Information
About Vending

**SALTED
California
ALMONDS**
Sensational Profits!
RELIABLE NUT CO.

5721 W. JEFFERSON BLVD.
LOS ANGELES 16, CALIF.

Look to VIKING for THE BEST

We pride ourselves on offering only the finest vendors available at all times. Regardless of torrid promotions, Viking looks below the surface and only Vendors that can stand the test of time and consistently produce for Operators are offered by us. Remember this: IF YOU GET IT AT VIKING—IT'S THE BEST ON THE MARKET!

Get your orders in now for the

NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

DELUXE

Lots of 100 or More.....\$18.95
Lots Less Than 100..... 19.50
Lots Less Than 25..... 19.75

MODEL 33

Lots of 100 or More.....\$ 9.60
Lots Less Than 100..... 9.75
Lots Less Than 25..... 9.95

(F.O.B. Factory) ORDER TODAY!

VIKING SPECIALTY COMPANY
530 Golden Gate Ave., San Francisco 2, Calif.

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

KEENEY RECONDITIONED SUPER BELLS

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

Keeny 4-Way 5c-5c-5c-5c P.O.	\$475.00
Keeny 4-Way 5c-5c-25c P.O.	575.00
Keeny Super Bell 25c (Comb.) F.P., P.O.	375.00
Keeny 4-Way 5c-5c-25c-25c P.O.	595.00

Keeney Super Bell 5c (Comb.) F.P., P.O.	\$295.00
Keeney Super Bell 25c (Comb.) F.P., P.O.	375.00
Keeney Super Twin 5c-5c P.O.	395.00
Keeney Super Twin 25c-25c P.O.	495.00

Keeney Super Twin 5c-25c P.O.	\$450.00
Keeney Super Twin 5c-25c (Comb.) F.P., P.O.	595.00
Keeney Super Twin 5c-5c (Comb.) F.P., P.O.	575.00
Keeney Super Twin 25c-25c (Comb.) F.P., P.O.	625.00

RECONDITIONED CONSOLES

Three Bells, 5-10-25c	\$750.00
Late Head 4 Bells 5-5-5-5c	595.00
Bangtails Late, D.D.J.P.	295.00
Dominoes, Late, D.D.J.P.	295.00
Lucky Lucie, 3-5c, 2-25c	295.00
Lucky Lucie, 5-5c, Two Tone	250.00
Lucky Lucie, 5-5c, Walnut	195.00
Rolletto Jr., Walnut	195.00
Lucky Stars, late	139.50
Dominoes, Walnut	195.00
Mills 4-Bell Cabinets	39.50
Parades (Comb. F.P.P.O.)	213.75
Parades, Late Head, F.P.	129.50

Mills Original 4-Bells 5-5-5-5c	\$345.00
Mills Late Head 4-Bells 5-5-5-25c	695.00
Jennings Silver Moon, F.P., P.O.	199.50
Baker Pacers, Daily Double, 5c	299.50
Baker Pacers, Daily Double, 25c	395.00
Jumbo Parade, L.H., P.O. 25c	195.00
Pace Saratoga, Comb. F.P., P.O.	139.50
Jennings Fast Time, F.P.	89.50
Bally Club Bells, F.P., P.O.	239.50
Baker Pacers, 5c (Chk. Mod.)	299.00
Jumbo Parades, Late Head, P.O.	149.50

Mills Original 4-Bells 5-5-5-25c	\$595.00
Pace Twin Reels 5-25c	395.00
Bally Roll 'Em, Late, P.O.	139.50
Bally Sun Rays, Late, F.P.	149.50
Bally Big Top, Late, F.P.	110.20
Pace Saratoga, Late Models	99.50
Pace Reels, Late Models	124.50
Pace Reels, 10c P.O.	169.50
Bally Hi Hands, late	189.50
Jennings Silver Moon, F.P.	129.50
Pace Reels, 25c, P.O.	189.50
Jennings Silver Moon, Late P.O.	124.50
Jennings Liberty Bells	69.50

Mills Blue Fronts 5c	\$159.50
Mills Blue Fronts 10c	169.50
Mills Blue Fronts 25c	189.50

MILLS VEST POCKET BELLS
BLUE & GOLD, REFINISHED
AND REBUILT LIKE NEW, \$49.50

Jennings Chiefs 5c	\$125.00
Jennings Chiefs 10c	145.00
Jennings Chiefs 25c	175.00

ONE-BALL MULTIPLE FREE PLAY TABLES

REFINISHED AND REBUILT

Keeny Sky Lark	\$139.50
Dark Horse	169.50
Sport Special	139.50

Bally Pimlico	\$295.00
Bally '41 Derby	225.00
Bally Club Trophy	225.00

Bally Thorobred	\$374.50
Bally Longacre	374.50
Bally Blue Grass	159.50

RECONDITIONED PHONOGRAPHS, WALL BOXES AND SPEAKERS

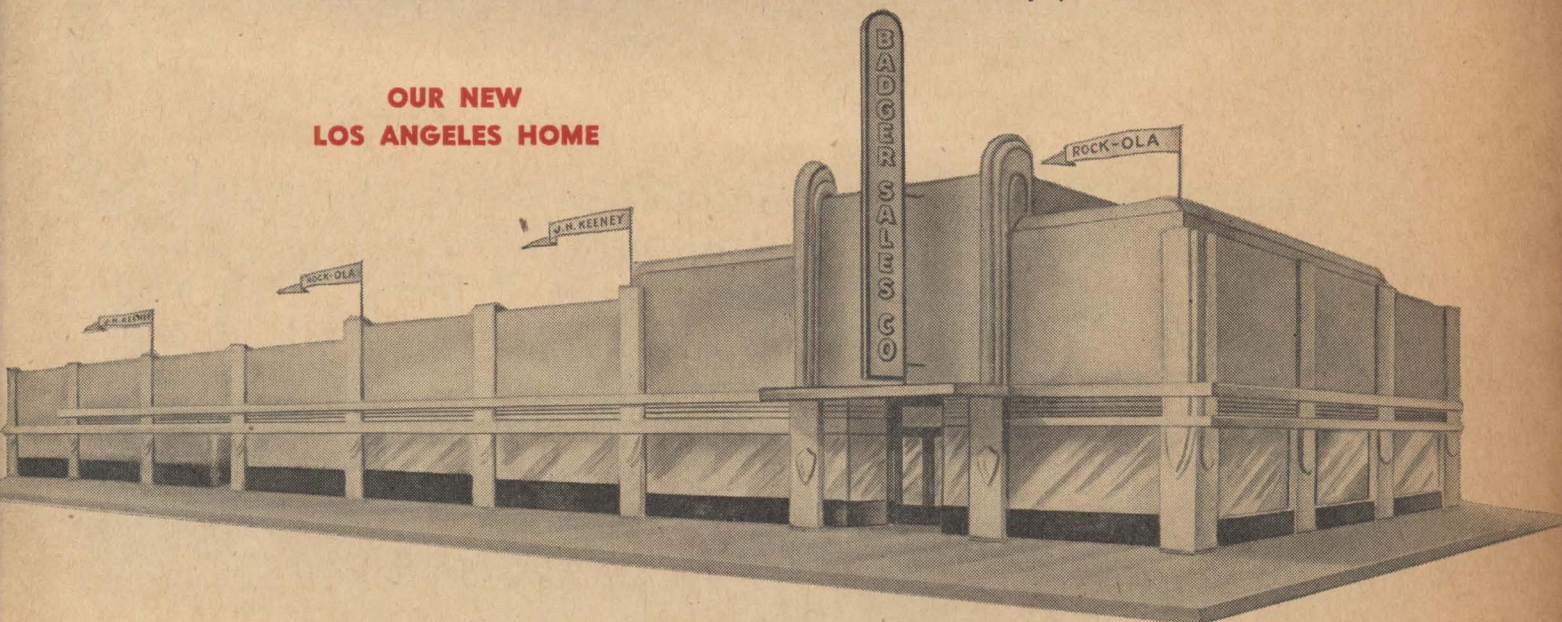
Rock-Ola Commando	\$650.00
Rock-Ola Premier	595.00
Rock-Ola Super Rock-O-Lite	495.00
Rock-Ola Masters	475.00
Empress	395.00
Throne	395.00

Wurlitzer Model 950	\$795.00
Rock-Ola Standard	450.00
Wurlitzer Model 780E	795.00
Wurlitzer Model Victory	550.00
Wurlitzer Model 616	249.50
Wurlitzer Twin '12	225.00

Packard Pla-Mor Boxes	\$ 36.95
Buckley Late Ill. Boxes	22.50
Rock-Ola Wall Boxes	19.50
37 in. Ill. Cabinet, P.M. Speaker	39.50
30 in. Ill. Cabinet, P.M. Speaker	34.50
15 in. Cabinet 12 P.M. Speaker	15.45

SPECIAL: EXHIBIT ROTARY MERCHANDISER, \$189.50

OUR NEW
LOS ANGELES HOME



BADGER SALES CO.

EXCLUSIVE DISTRIBUTORS
FOR

J. H. KEENEY & COMPANY
& ROCK-OLA MFG. CORP.
SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

BADGER NOVELTY CO.

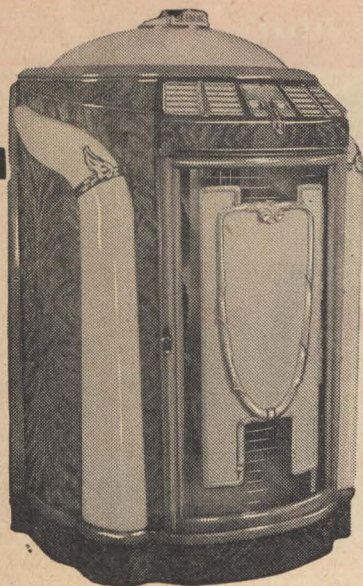
EXCLUSIVE DISTRIBUTORS
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J. H. KEENEY & COMPANY
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STATE OF WISCONSIN AND NORTHERN
MICHIGAN
2546 NORTH 30th STREET
MILWAUKEE 10, WIS.

the
ONOGRAPH
TOMORROW



**You Get the Best Things *FIRST* at the
JACK R. MOORE CO.**



The Sensational New
SEEBURG MUSIC SYSTEM

The most famous name in coin operated phonographs now brings you the design that YOU operators have asked for—It's built to your specifications with 15 outstanding improvements that give scientific sound distribution. See our displays of this new model.

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BALLY'S NEWEST MODELS

VICTORY DERBY

The first post-war model and it's a honey. Flash, action, color, suspense, all these make this one ball, multiple play machine a player's favorite. Brand new in appearance, and player appeal. Built to take all kinds of punishment—and test-proven to be a big and consistent money maker—see it—play it and place your order at any Jack R. Moore office.

VICTORY SPECIAL

A one-ball, multiple free play game that is Bally's newest sensation. Modeled after the Victory Derby—it has the same flash, action, color, lights and suspense—a *beautiful* machine. See it now at Jack R. Moore display rooms.

PORTLAND

1615 S. W. 14th
Portland, Oregon

SAN FRANCISCO

348 Sixth St.
San Francisco 3, Cal.

SEATTLE

100 Elliott W.
Seattle, Wash.

SPOKANE

No. 4 Bernard St.
Spokane 4, Wash.

JACK R. MOORE
Company

AUTOMATIC MUSIC



Left to right, seated: Fred Fields, Sam T. Cass, T. J. Hicklin, W. F. Struby, Homer E. Capehart, E. E. Collison, W. H. Kreig, Karl Schortemeier, R. S. Bleekman. Standing: Art Nagel, H. F. Mosely, D. V. Kennedy, H. I. Drollinger, J. Harry Payne, W. F. Merchant, Wm. Mossbarger, R. Q. Kramer, J. E. Gaddis, Chas. E. Washburn.

Packard Sales Meeting

INDIANAPOLIS—Homer E. Capehart, chairman of the board of Packard Manufacturing Corp. headed up a sales meeting of the 13 Packard regional managers, executives of the corporation and department heads in Indianapolis recently.

Plans and policies for Packard were discussed and met with enthusiastic approval. Packard's new line for 1946 was shown to the regional managers and they were extremely enthusiastic. The regional managers brought in many millions of dollars worth of orders into the factory from all over the country and were unanimous in their belief that Packard Pla-Mor Line from the new Pla-Mor Phonograph to the remote control box, speakers and other ac-

cessories will be an outstanding line.

The meeting was like an old home coming. It brought together men who had been associated off and on for the last 20 years together again in the organization. Eastern regional manager Joe Darwin was unable to attend the meeting due to an illness.

New Field Consultant

CHICAGO—DeWitt (Doc) Eaton, General Sales Manager of AMI, announces that Monty West, who is famous as an expert in sales engineering, service and mechanical work on automatic phonographs, having been with them almost from their inception, has just been employed by Automatic Instrument Co. as Field Consultant. West will confer with operators and distributors of AMI.

New Tape Recorders

CHICAGO—Automatic phonograph men are watching the new recorder and playback devices which are being developed for although they may not replace platters, it is possible that they will become important in the expanding field of music merchandising.

The Brush Development Co. of Cleveland has developed a magnetically coated paper tape for recording. The recorder plays continuously for 15 minutes, but the company is reportedly working on a new tape of smaller size which will play for an hour. According to company officials, the paper tape recorder is cheaper than steel wire recorders. The officials also say that the company will manufacture the new type recorder along with its wire recorder which is produced under license arrangements with Armour Institute at the Illinois Institute of Technology.

The new wire-recorders were recently shown to firms holding licenses from Armour Institute's Wire Development Corp. One unit calls for an installation space of 6 by 12 inches and uses the power and tubes of the set into which it is placed.

The St. George Recording Co. of New York has built a unit with a coin slot which sets the wire in motion for a 20-second playback. Said unit, designed for use in standard vending machines, gives a short sales message or a bit of music. It is thought that this built-in wire recorder unit may serve as a sales stimulant by building good will and acting as a novelty attraction.

Several firms, including Seeburg and Aireon, have been licensed by the Armour Research Foundation to use the wire recorder mechanism in automatic phonographs. Aside from this fact, little is known about plans for the future use of wire recorders.

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CALIFORNIA MUSIC OPERATORS ASSOCIATION

Officers

GEORGE A. MILLER
State President and
Business Manager

L. H. STRICKLER
Vice President

MILES K. STANDISH
Secretary

LUCILLE MADDOCK
Office Secretary and Treasurer

Board of Directors:

C. G. SILLA
Chairman

C. L. SPEAR

J. K. THOMPSON

FRANK MORGAN

J. R. RAMOS

California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

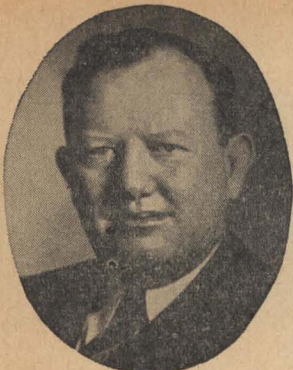
GEORGE A. MILLER, President

128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

MEET THESE 18 REASONS WHY



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President & General Manager



HOMER E. CAPEHART
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and Sales Director



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Vice Pres. & Chief Engineer



W. H. KRIEG
Secretary & General Counsel



KARL SHORTEMEIER
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D. V. KENNEDY
Adver. & Sales Promotion Mgr.



T. J. HICKLIN
Asst. to Mr. Capehart on Sales



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Chicago Region



SAM T. CASS
East Central Region



J. A. DARWIN
Eastern Region



H. I. DROLLINGER
Southwest Region



FRED FIELDS
Northwestern Region



R. Q. KRAMER
Midwest Region



W. F. MERCHANT
Midcentral Region



HARRY F. MOSELEY
Southeastern Region



W. C. MOSSBARGER
Minneapolis Region

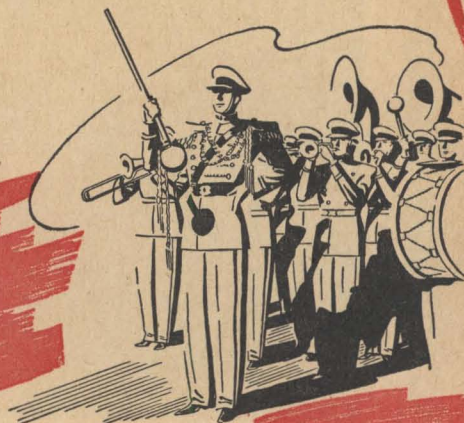


ART NAGEL
South Central Region



J. H. PAYNE
Ohio Region

PACKARD *Leads...*



● Leadership in this "music for the millions" business of ours is fundamentally living up to a reputation for creating the newest and finest equipment first, manufacturing it to meet the highest performance standards and the greatest operational dependability—and backing it up with the most efficient distribution and service system possible. Packard's record is double-A-one in every department. Packard's engineers and management—the oldest and most experienced heads in the business—gave selective reproduction of music on records to the entertainment world. They are now presenting something literally revolutionary, in automatic phonographs. Packard *has* won its leadership—and continues to *prove* it.

PACKARD MANUFACTURING CORP. • INDIANAPOLIS 7, INDIANA

Selective Remote Control Wall Boxes • Ceiling and Wall Auxiliary Speakers • Adapters • Bar Brackets Accessories • 30-Wire Cable • Automatic Phonographs

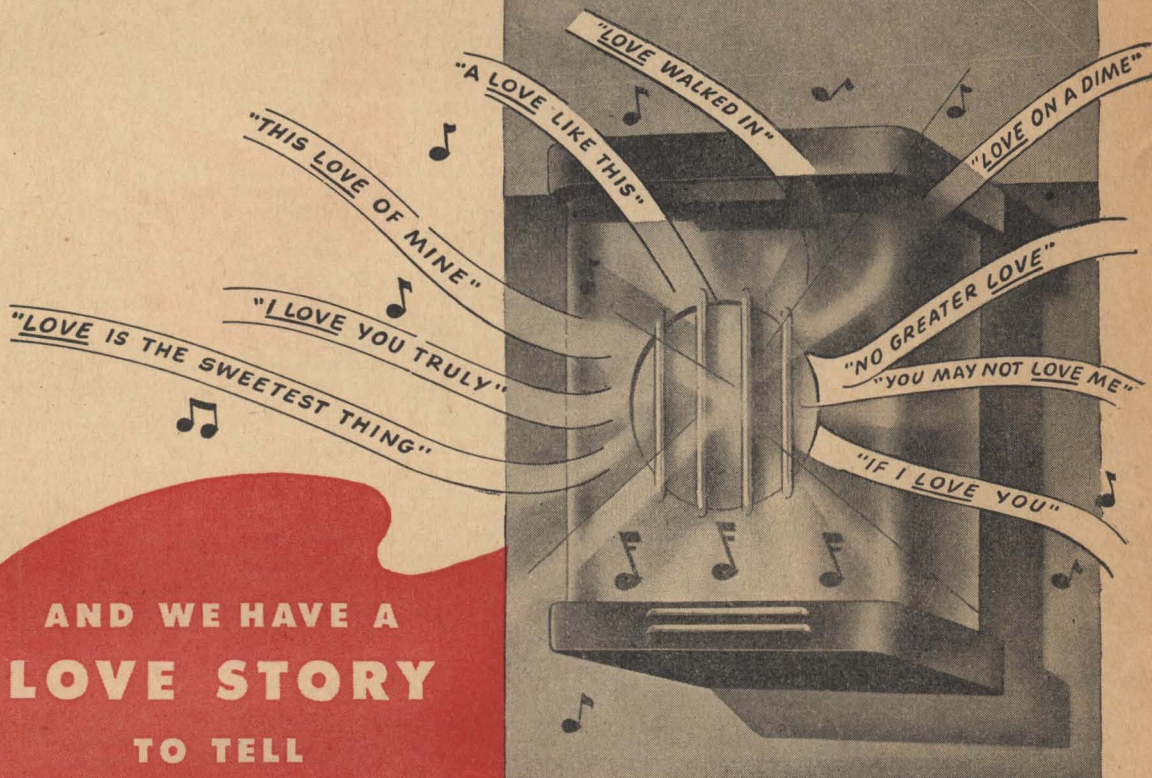


PACKARD
(PLA-MOR)
MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

Love

**IS THE BIGGEST WORD
IN OUR BUSINESS!**



**AND WE HAVE A
LOVE STORY
TO TELL**

● Without any doubt, "love" is the most used word in our business—either expressed or implied. We—music equipment manufacturers and music equipment operators—give voice to America's favorite love songs.

● But we don't want to talk about love songs particularly. We have a love-story to tell. We have said many times that we love the operators.

● Call our love for the operator materialistic if you will. It is. And that's the kind of love that counts—for you and for us. We love operators because they keep us in business. And we want the operators to love us in the same materialistic

way. That's why we ply them with profit opportunities—increasingly good ones. We enjoy helping them stuff their wallets. That's why every Packard Pla-Mor product is *good* when it's offered—and better and better as time goes on. That's why we keep reminding them of the new Pla-Mor phonograph—the greatest thing yet in the automatic phonograph world. And that's why the Pla-Mor Automatic Phonograph is the sensational, exciting instrument it is. We love the operator and we're dedicated to being steadfastly deserving of his love in return.

PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana

Now **THE NEW PLA-MOR PHONOGRAPH**

Selective Remote Control Wall Boxes • Ceiling and Wall Auxiliary Speakers • Adapters • Bar Brackets Accessories • 30-Wire Cable • Automatic Phonographs



PACKARD
(PLA-MOR)
MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

LA Music Men Meet

LOS ANGELES—Gordon E. Haycock, organizer for the American Federation of Labor was guest speaker for the Music Operators of Southern California at a somewhat "stormy" meeting on February 4 at the Embassy Auditorium, Los Angeles.

Haycock outlined the benefits that union organization would bring to music operators and service men. The latter would work a 40-hour week at a minimum rate of \$1.70 an hour, with time and a half for overtime and double time for Sundays. Private operators also would be expected to join the union.

Members of the association present at the meeting generally were not in favor of the proposal. It was decided to defer further discussion for several months.

Sammy Ricklin addressed the members on the county license assessment on automatic phonographs which was to come before the Los Angeles County Supervisors the following day. Following his discussion, a petition for modification of the proposal was signed by about 60 association members. (Ed. note—On Feb. 5 the supervisors denied the request for license reduction, presented on behalf of the MOASC by Attorney Joseph Altgen. The assessment remains \$12.00 a year for automatic phonographs and \$1.00 a year for wall boxes, but the association has the right to present another petition.)

Aubrey Stemler reported on new member distributors and operators, and explained the benefits to be derived from attendance at these meetings held on the first Monday of each month.

Jay Bullock proposed that a suggestion be forwarded to the Veterans Administration for ex-servicemen interested in entering the field. Bullock's contention was that such instruction would reduce the chances of servicemen's failure and in turn guard the industry against official discredit.

It also was decided at the meeting that the 5 per cent deduction from operators' gross from music machines for the annual fund drive of the Sister Elizabeth Kenny Foundation would be extended from one week to 10 days.

Richard Gallagher, president of MOASC, presided. The Board of Directors will de-

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cide on the location of the next meeting, which may be held in San Diego for the purpose of enlisting the membership of operators and distributors in that locality.

MAPOA March Meet

DETROIT—The Michigan Automatic Phonograph Owners' Association has announced plans for its first annual convention to be held in Detroit on March 12. An estimated 900 operators, distributors, and representatives of needle, record, and phonograph manufacturers will attend.

Joseph Brilliant, president of the association and convention chairman, announces that the sessions will open with a luncheon, tentatively set for the Book-Cadillac Hotel, at noon. The afternoon session will feature a panel of speakers who will cover every major problem of the automatic phonograph operator. For the evening, plans call for a series of events at the Latin Quarter—cocktails at 5, dinner at 7:30, a floorshow at 9 with record stars augmenting the night club's regular show, and dancing until 2 A.M.

Assisting Brilliant in the direction of the convention are Victor DeSchryver and Anthony Siroucese. The convention will mark another milestone in the association's plans to organize all Michigan automatic phonograph operators. A previous milestone was the establishment of local chapters in Lansing, Muskegon, and Detroit. The Lansing chapter, most recent in the fold, is headed by Harry Crofts.

Brown Back at Mape

SAN FRANCISCO—George Brown, recently discharged from the Army after four years of service, has rejoined the E. T. Mape Music Co. and is manager of the shop at 284 Turk St., San Francisco. Prior to entering the service, Brown was instruction manager for Mape.

Wurlitzer Showings Prove Successful

NORTH TONAWANDA—Wurlitzer and Wurlitzer distributors throughout the nation recently unveiled the firm's new post-war music equipment for the interested inspection of automatic phonograph operators. David O. Lee, export manager for the company, also reports that new models were shipped to Mexico and Canada so that operators there might examine them. Casa Riojas, Mexico City, is the Wurlitzer distributor south of the border; Smith Distributing Co. of Vancouver, B.C., handles the line for our northern neighbors.

As M. G. Hammergren, Wurlitzer's Vice-President and Director of Sales put it, "Our sensational Model 1015 won the wholehearted acclaim of Wurlitzer Music Merchants. These men readily envisioned its benefits both to themselves and to their locations, hailing its unique construction and engineering as the greatest step ever made toward dependable, trouble-free operation. We are delighted with the reception accorded it and the immediate response on the part of leading Music Merchants."

Features of the new Model 1015 pointed out by company officials are the multi-colored cabinet mounted on a polished metal base and improved tonal quality. Ed Wurgler, General Sales Manager, calls attention to a new feature the company is offering in its "Cleared-for-Action" service set-up. It is felt that a tremendous savings in service, time, and cost will result from this set-up.

Research conducted since 1941 among music merchants, servicemen and locations has been used as a basis for important improvements in remote control and auxiliary equipment.

AMI Appoints Two

CHICAGO—Two new distributorships have been announced by the Automatic Instrument Co. Sam Yaras, owner of the Southwest Amusement Co., Dallas, will distribute AMI phonographs for the State of Texas. Yaras maintains additional branch offices in Houston, San Antonio, Fort Worth and Mineral Wells.

Ed Ponder of the Louisiana Coin Machine Service, New Orleans, has been appointed distributor for Louisiana and will soon be showing the new AMI phonographs and AMI automatic music.

SEEBURG—

WALLOMATIC WIRELESS BOXES....\$28.50
WALLOMATIC 3-WIRE BOXES..... 24.50

FIBRE MAIN GEARS
for Seeburgs and Wurlitzers
(less steel hub)
\$3.00
\$33.00 per Dozen

VOLUME CONTROL KEYS
for Seeburgs and Wurlitzers
Package of 24.....\$1.00
Package of 100..... 3.00

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS
Terms: 1/3 deposit, balance C.O.D., F.O.B. Los Angeles

Seeburg and Wurlitzer
PICK-UP REPACK RUBBER
5c per square inch
Minimum order—20 sq. in.

Seeburg
PICK-UP COILS
Except 8800-9800
\$1.50 Each

**FACTORY GUARANTEED AGAINST
DEFECTIVE WORKMANSHIP AND MATERIAL**

E. T. MAPE MUSIC COMPANY

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(MANUFACTURING
DIVISION)
DRexel 2341

Los Angeles 15, Calif.

A BIG SAVING TO MUSIC OPERATORS

Phono Needles Re-sharpened
1-50 Needles Re-ground.....@ 15c
51 or More Re-ground.....@ 10c

Guaranteed Precision

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE

P. O. BOX 770
FORT DODGE, IOWA

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The a·m·i takes the floor



Floors are terrible things. Some go up and down like "rubber ice." Some have cute little bumps of projecting linoleum or tile that reach up, grab your foot, and throw you for a loop. Some are so slippery, your chief hope is that when you do fall you will hit the softest part of your ego. Some are furrowed with care and like a washboard, some are patched with all the woods of the forest, some have cracks between the boards as wide as the boards themselves. Floors are terrible things. But every operator knows that you can't hang a phonograph on the ceiling, it has to rest on the floor to get going. The new **a·m·i** takes every floor in stride and pleases the operator by allowing no floor to give him the multitude of troubles that breed in an off-level instrument.

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We Distribute

in

CALIFORNIA

NEVADA

ARIZONA

AMI
AMI

Phonographs

Automatic Music

OREGON

AMI

WASHINGTON

BILL WOLF

M. S. Wolf Distributing Co.

(Formerly California Amusement Co.)

2313 3rd Avenue, Seattle, Washington • Just Opened
427 S.W. 13th Avenue, Portland, Oregon • Just Opened
1305 Kettner Boulevard, San Diego 1, California • Main 3068
1175 Folsom Street, San Francisco 3, California • Hemlock 0575
1348 Venice Boulevard, Los Angeles 6, California • Prospect 4131

HAWAIIAN
ISLANDS

david green



"Bud" Parr

15 Years in Business

LOS ANGELES—William "Bud" Parr, owner of General Music Co. with offices in Los Angeles and San Francisco, is rounding out his 15th year in the coin machine business but old timers say "He's been around as long as we can remember."

Even though that is so, most certainly the "fire" has not burned out for just to celebrate the occasion Bud rang up a neat million dollars in business in 1945 and in the first week of February, 1946, highlighted the anniversary observance by registering sales aggregating over \$250,000 in two days. Involved was the sale of an extensive route of Bob Colyer's in Marysville for \$115,000 to Bill Budoff; and the sale of a route of consoles and phonographs for-

merly operated by Jack Merritt in Stockton to E. T. Mape. Both sales were handled by the San Francisco office.

Bud has had a colorful and interesting career in the business. He moves fast, decides quickly and consummates a deal before you can bat an eye. Time counts and one day will find him here and the next morning will find him in Chicago working out details on another big deal. Next day he'll be back on the Coast with a pocket full of checks for Solotone boxes.

Solotone, by the way, is the name of a new time music box being manufactured here by the Solotone Corp. in which Parr is one of the officers. Associated with him are L. B. McCreary and E. E. Wilson. Box has caught on terrifically and orders for thousands are now on hand. "Why just yesterday I was in San Jose," said Bud when this interview was made, "and I talked to Carl Honeyman who operates in San Jose and Oakland and he ordered over \$50,000 worth of Solotone boxes. Tests prove the box really has money-making ability and operators are quick to realize its potentialities."

Parr's General Music has been eminently successful in jobbing and distributing circles and during the war years has assisted operators in financing and the buying and selling of routes. Parr operators have all made plenty of money and are doing well today. All of them have amplified their operations through General Music cooperation. For example; Gus Fox in San Diego, a General Music account of long standing, is now one of the largest, if not the largest operators in the country, with over 3,000 pieces on location.

Parr's operator-customers enjoy the stamp of approval when it comes to money matters for a Parr endorsement in banks is tantamount to a key to the safe for any financ-

ing an operator might need. "We've confidence in the boys," reasons Bud. "And in return the boys have confidence in us. We know in advance just when certain territories are opening on certain equipment and we help our customers get the machines they need to make the most of the opportunities presented. We're in business to help our customers make more money, and in doing that we have a particular degree of pleasure accrue, and resulting profits, too."

Even though Bud has 15 years behind him in the business he's still a young man in every sense of the word as the accompanying photo will testify. "As for the coin machine business, there's nothing finer and no field that offers more for efforts expended. I'm sticking to it and I'm advising the boys already in it to stick to it. It'll take care of you handsomely."

Guild Records Acquired

NEW YORK—Irving Felt, president of the Jefferson-Travis Corp., announces the acquisition of Guild records by his company. Having purchased Musicraft records some months ago, Felt feels that his firm is in a position to make a bid for the big time.

A reported purchase price of \$250,000 covers Guild's pressing and milling plant in Norwalk, Conn., as well as the present Guild catalog, unpressed masters, and other equipment in the current inventory. As the present stock of discs is exhausted, it is possible that the Guild label will be dropped in favor of the Musicraft name.

Felt estimates productions of 12 to 15 million records before the end of the summer. Before 1947 the company hopes to hit the 30,000,000 mark for its annual output.

* * *

Give . . . to THE RED CROSS

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"ROCK-OLA—The Phonograph of Tomorrow" AN ANNOUNCEMENT OF INTEREST TO ALL MUSIC OPERATORS OF THE STATE OF OKLAHOMA!!!

A franchise has been duly signed by both Geo. Prock of General Distributing Company of Dallas, Texas, and myself, which gives me the exclusive distribution of Rock-Ola Phonographs, Accessories, and Parts for the State of Oklahoma.

Watch for a letter from me in the very near future announcing the showing of the "PHONOGRAPH OF TOMORROW." ORDERS with small deposits are being accepted and deliveries will be made according to the date the orders are received.

**WATCH FOR DATE OF SHOWING
AND MAKE YOUR PLANS TO ATTEND**

CLIFF WILSON DISTRIBUTING CO.

1121 South Main Street Tulsa, Oklahoma
Phone 3-6304



Presenting "Sepia Steppers"

6 NEW SOUND
FILM SUBJECTS
for

PANORAM OR SOLOVUE

**\$ 36 PER WHEEL
OF SIX SUBJECTS**

100 OTHER GOOD FILMS
IN OUR LIBRARY

New issues monthly

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HOLLYWOOD 38, CALIFORNIA



Coin Machine Acceptance Corporation

**A SPECIALIZED CREDIT AND
FINANCING AGENCY FOR MAN-
UFACTURERS AND DISTRIBUTORS
OF COIN-OPERATED MACHINES**



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FINANCING BY THE COIN MACHINE INDUSTRY.**

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Force Joins AMI

CHICAGO—Lyndon C. Force has joined the AMI organization as Assistant Sales Manager to DeWitt Eaton, General Sales Manager. Doc says that "all of us at AMI are most enthusiastic on having Lindy Force join our organization. He has been in automatic music from its very inception and his technical knowledge of phonograph operation and phonograph service details is comprehensive. His knowledge of factory procedures will be of immense benefit to all AMI customers and will speed up deliveries. Force will work from our Chicago headquarters, handling all details of shipments and customer service. He will be a liaison man between our Sales Department and our Grand Rapids factories."

Lyndon C. Force is widely known for his work in general merchandising as well as in coin machine merchandising. He is a veteran of World War I, in fact, he is one of the youngest veterans of World War I in the country. He worked at Mills Novelty Co. and Mills Industries, Inc. for many years in the capacity of Sales Promotion Manager on music and ice cream freezers and was one of the original men to envision the tremendous opportunities for coin-operated phonographs immediately after the repeal of the 18th Amendment. His record in pushing production and satisfying customers on deliveries is truly outstanding.

He also worked for several years at O. D. Jennings, D. Gottlieb & Co., and The Brunswick-Balke-Collender Co. During the war Force attained fame as one of the best expeditors of war work in the U. S.

All of his friends in the coin machine business congratulate Lindy on his new association with Automatic Instrument Co., whose greatly expanded plans and promise of tremendous production call for the service of a man like Force.

* * *

Give . . . to THE RED CROSS

Navarro Expanding

LOS ANGELES—Navarro Distributing Co. has just completed a modernizing job on the building they own here and are launching on a comprehensive expansion program which will include the sale and distribution of all types of coin-controlled equipment in Southern California and the Republic of Mexico where a branch office is maintained in Mexico City.

In the local offices the effective use of celotex has transformed the quarters into attractive showrooms, acoustically perfect. An unusual oversized brick design has been worked out for the walls while the lower portions are enameled in contrasting color. Acoustical celotex is used for the ceilings and the quarters are flooded by fluorescent lighting. Same material is used in the office of Frank Navarro, owner of the Navarro Distributing Co., and the office of M. E. Thiede, sales manager. The exterior has been refinished and an attractive sign installed.

Navarro has been appointed distributor for Aireon phonographs in Southern California and the entire Republic of Mexico.

Navarro divides his time between the local office and the branch in Mexico City where his brother functions as manager.

Firm has big plans for the future. After four years of operating activity Navarro is branching out into the distributing field in a big way and will shortly announce some important affiliations and lines he will distribute in his extensive territory.

Apollo Detroit Branch

NEW YORK—Hy Siegel, Apollo Record Distributing Co., announces that the firm has opened a midwest branch in Detroit to facilitate the distribution of Apollo records in the states of Illinois, Michigan and Ohio.

Merle Schneider will be in charge of this new office.

Shelby Music Moves

WACO, Tex.—E. J. Shelby Music Co. has moved to new quarters at 510 Franklin Ave. where the firm is operating a music store in addition to its coin machine routes.

* * *

Mrs. Smith: "Guess I'll be going now. Don't trouble to see me to the door."

Mrs. Jones: "It's no trouble, it's a pleasure."

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST.

NASHVILLE 3, TENN.

*Strategically
Located*

THESE PIONEER AND V
ARE READY TO

ROCK-OLA - The Phon

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128 EAST 14TH ST., OAKLAND, CALIF.

Telephone: TWinoaks 3634



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W**

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ALL ESTABLISHED ORGANIZATIONS
SERVE YOU WITH THE NEW

Graph of Tomorrow!

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PORTLAND 13, OREGON



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A. C. RUD COMPANY

NORTH 13 BERNARD STREET, SPOKANE 10, WASH.

Telephone: MAin 1475



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WILLARD WAYNE

C. R. MERRILL



ROCK-OLA



— FOR LEADERSHIP! —



Architect's drawing of the new home of the Nickabob Co. to be constructed on ground the firm has already acquired near Harvard on Pico Boulevard in Los Angeles. Adequate allowance is made for offices, showrooms, shop, storage, loading and unloading. Construction will start within the year.

Osborn New Offices

SAN FRANCISCO—The new offices and showrooms of the Osborn Distributing Co. are now open at 63 Page Street and operators visiting the spot declare them to be one of the nicest display rooms and offices in the business in this area.

Building is 120 by 40 feet and runs through from Page Street to Rose Street in the rear with a huge door permitting easy loading and unloading. Of brick construction the building has an impressive front and a preponderance of windows and a basement under the entire structure. Wide easy stairways down both sides make it easy for moving equipment up and down and one stairway is being transformed into a ramp.

Display room is beautifully finished with battleship linoleum and plastered walls while the private offices are paneled in wood and finished in a moderne motif and luxuriously carpeted.

Dan King III shares the quarters with DeLoss Osborn, and the King quarters follow a Navajo motif with interesting and appropriate appointments. Osborn distributes Aireon instruments in the Northern California territory, while King represents Pace in 7 western states.

Seeburg Showings Big

CHICAGO—The first postwar models of automatic phonographs made by the J. P. Seeburg Corp. of Chicago were recently shown by distributors throughout the nation and in Canada. Displayed were the Symphonola "1-46," the wireless Wallomatic and the three-wire Wallomatic.

A feature of the new equipment, designed to give scientific sound distribution, is a separate amplifier which has been built into the phonograph. Company officials claim that this brings out the tone in a smoother fashion and eliminates too loud a volume. Speakers mounted strategically in walls and ceilings secure the proper distribution of the music.

Proof of Dependability

OVER FOUR YEARS OF
SUCCESSFUL PHONO
NEEDLE RE-SHARPENING

Satisfaction Guaranteed

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE

P. O. BOX 770
FORT DODGE, IOWA

M. S. Wolf Invades Pacific Northwest

LOS ANGELES—Bill Wolf of California Amusement Co. has just returned to Los Angeles after opening up new branch headquarters at 2313 Third Avenue, Seattle, Washington and 427 S.W. 13th Avenue, Portland, Oregon. Bill proudly announces his AMI distributorship for the State of Washington and the State of Oregon in addition to California, Nevada, Arizona, and the Hawaiian Islands, which territories were announced previously.

"Doc" DeWitt Eaton, General Sales Manager of the Automatic Instrument Co., in congratulating Wolf, states "The whole AMI organization feels mighty proud in appointing Bill Wolf distributor for these two additional territories. Everybody on the West Coast who knows Bill Wolf's capacity, experience, and distributing ability will be excited at seeing Bill branch out in this way. He is now one of the biggest coin machine and music distributors in the history of the whole business."

In Seattle Wolf is buying a building to house his branch. Located just a few blocks from the heart of the downtown area, the building is of one story construction and provides 6500 square feet of space. Extensive improvements in modernization will be made on the premises and it is hoped to have the branch open around April 10th. A manager has not as yet been appointed.

The Portland branch is 40x100 feet and a remodeling program is already underway there with the end of April tentatively set for opening date. A. M. Moss will manage the Portland office and Nona Gates will move up from the San Francisco office to be office manager in Portland.

Showing Well Attended

PHILADELPHIA—Frank Engel, Automatic Equipment Co. recently played host to the greatest turnout of operators ever to attend a distributor function. Occasion for the get-together was the preview of the new Seeburg "1-46" and Remote Control Systems and the firm's tenth anniversary party which was held at the same time. More than 1500 people were in attendance. The affair was a huge success with plenty to eat and drink despite the unusually large gathering.

Welcome address was made by Frank Engel, who was followed by Bob Dunlap, promotional Sales Manager for J. P. Seeburg Corp.; George Ashe, Business and Credit Manager for Automatic; Earl Montgomery, Automatic Service Engineer who was assisted by Al Patrick, Field Service Engineer, J. P. Seeburg Corp. The presentation was made by Tommy Mullin, Automatic Sales Representative.

Superior Records Starts

LOS ANGELES—A new disc company, Superior Records, has just been organized and is already in full operation.

The company consists of Jack Rosen, one of the West Coast's foremost mechanical and hydraulic engineers, with an extensive background of installations and supervision of record manufacturing; Josef Zimanich, a veteran showman with many years of experience in music, sound, talent and advertising—and Sam E. Rosen, a prominent eastern business executive, financier and merchandiser.

The new plant is located at 1712 Gledale Boulevard and is equipped with the most modern presses and mill. The plating department is being installed at present and will be ready for operation in a short while.

Superior is one of the few independent companies which will operate as a self-sustaining unit, doing its own pressings, rolling its own stock, and manufacturing its own masters, mothers and stampers. Josef Zimanich is now lining up talent and will commence recording within a few days.

The caliber and experience of the three above named heads of the company should spell success for Superior Records.

New Operation Formed

CLEARWATER, Fla.—A new company, K & S Amusements, has been formed here. With partner Elwin F. Spears Jr. in charge of management and maintenance and partner Jack Kiefer handling the office, the company will operate automatic phonographs and pin-ball machines in this and surrounding towns.

PHONOGRAPH CASTERS . \$1.50 a set

Amplifier Service

Speaker Recone Service

Pickup Repair

Prompt Service

Reasonable Rates

DEE'S SERVICE SHOP

H. M. DeGOVIA

JACK DeGOVIA

1119 Venice Blvd.

Federal 7875

Los Angeles 15



to the operator whose business is music...

now and through the years

MILLS & MUSIC have been synonymous terms since Mills pioneered the coin-operated, automatic phonograph. It is even more true today ... for the new Mills Phonograph ushers in a new era in automatic music.

MILLS & MUSIC mean progress. From exhaustive research, from our engineering drafting boards, from our experimental laboratories, from clinical tests in the field, and from the hands of the most experienced craftsmen in the coin machine industry have come the most revolutionary—and at the same time the most practical—conception of automatic music ever presented to operators, locations, and the public.

MILLS & MUSIC mean profits. A new horizon opens before the operator who features the new Mills Phonograph. More locations, more plays, and a greater acceptance for coin-controlled music than ever before are the inevitable results of Mills basically different application of sight, sound, and science.

MILLS & MUSIC —and YOU... an unbeatable combination which will ride to triumph in 1946 and the years thereafter on an entirely new concept in phonographs.

** wait for*

**MILLS
MUSIC**

...for its something marvelously worth waiting for

MILLS INDUSTRIES, INCORPORATED • 4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS

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At Long Last IT'S HERE

The Aireon

AIRLINER

ELECTRONIC PHONOGRAPH

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FOR
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NEW

Only AIREON Gives You These Exclusive True Fidelity Features: Parabloc Sound Distribution or "tone flooding" leaves no dead spots in locations. . . . Sensationally New Tonal Arch adjusts to assure custom tailored reproduction for locations of every size and shape. . . . Unusual Ease of Selection on Organ Type Keyboard, clearest visibility and easy push button control. . . . Specially constructed 15-inch, 12,000-Cycle Speaker carries maximum full range of harmonics and tone frequencies under the most extreme conditions. . . . Built to Control and Match Frequency Range of contemporary records. Does not carry into ranges in which no music has been placed on records. . . . New and different record handling. No sagging trays, no grabbing of the record. . . . No fibre gears, universal joints, star wheel, clutches and only 25 percent of the usual moving parts. These and many other EXCLUSIVE Advantages are yours in the Aireon AIRLINER Electronic Phonograph.

COME IN AND SEE THE AIRLINER TODAY!!

NAVARRO DISTRIBUTING COMPANY

*Aireon Distributors for Los Angeles, San Bernardino, Orange, Riverside,
San Diego and Imperial Counties*

M. E. THIEDE, General Sales Manager

3706 Whittier Blvd.

(Angelus 5156)

Los Angeles 23, Calif.

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CASA NAVARRO

DISTRIBUIDOR EXCLUSIVO de AIREON

Aquiles Serdan No. 55

Telephones: L2252 y 111709

Mexico, D. F.

EXPERT SERVICE

Our factory - trained mechanics are always on hand to take care of all your phonograph and amplifier repair and maintenance problems. Any job—large or small—at reasonable rates.

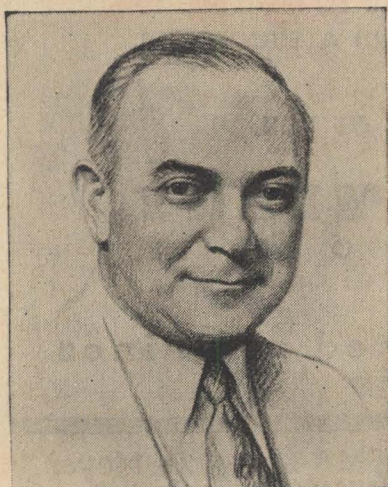


NELS NELSON

2329 W. Pico Blvd., Los Angeles 6, Calif.
Fitzroy 0545

CASH WAITING

We will pay top market prices for used phonographs and remote control equipment of all types. Also see us for any phonograph equipment you need. Located in heart of Coin Machine Row.



Captain Callaghan

Callaghan Joins Bally

CHICAGO—The new director of Bally's Multiple Music division is a well-known person indeed. The story of his life would thrill any of the small fry who follow the adventures of the FBI, G-2, and the Secret Service. He has hobnobbed with the great of many nations—he has a decoration from the Chinese Government awaiting him. He was personally responsible for the safety of six presidents of the United States. He broke up one of the largest counterfeiting rings in the country.

With justifiable pride, Ray Moloney, president of the Bally Manufacturing Co., announces that Capt. Thomas J. Callaghan, recently retired as chief of the United States Secret Service in the middle west, has joined the Bally staff as director of the Multiple Music division.

Capt. Callaghan was with the United States Secret Service for 37 years. During that time the safety of six presidents—Teddy Roosevelt, Taft, Wilson, Coolidge, Hoover, Franklin D. Roosevelt—was entrusted to him. His, also, was the responsibility of protecting distinguished visitors from foreign countries. The King and Queen of England, Winston Churchill, Madame Chiang Kai-Shek were among those visitors. Madame Chiang Kai-Shek expressed her gratitude by presenting the Captain with a beautiful watch on which time is indicated in Chinese characters. The Chinese Government honored him with a special decoration, the Order of the Banner and Cloud. This he was unable to accept at the time since he was in the service of the United States. Now that he

has retired, the State Department plans to present the decoration to him.

A roll call of his friends would include the business and civic leaders of practically every community in the country. Absent from that roll call, however, would be a large number of counterfeiters and black-market operators for Captain Tom broke up the largest counterfeiting rings in the country during his term of service.

Just prior to the outbreak of war, the Captain requested permission to retire from the Secret Service. He was persuaded to remain in charge in Chicago until the end of the war. During the war years he concentrated on ration coupon counterfeiters and black-market operators. In June 1944 he broke up the largest black-market syndicate in the middle west.

In commenting on his new position, Capt. Callaghan said, "While with the Secret Service I had ample opportunity to observe the development of the industry. I was very favorably impressed at the rapid growth of the industry, from a comparatively small group of men, not too sure of their status, to a large industry on a sound and stable basis. The industry is performing a service desired by the American people, and the American people are beginning to recognize the value of that service. I am proud to belong to this great industry and particularly proud to be associated with Ray Moloney and his aggressive, forward-looking organization."

* * *

Pop: "... and that, my son, is how the first World War was won."

Son: "But, pop, why did they need all those other soldiers?"

Calif. Amusement Becomes Wolf Distributing Co.

LOS ANGELES—With the addition of new branch offices in Portland and Seattle to augment the San Diego, Los Angeles and San Francisco offices in the distribution of AMI phonographs, the name of the California Amusement Co. has been changed to M. S. Wolf Distributing Co. to more properly label the activities of the organization in the territory it is covering. California Amusement Co. will continue as an operating, jobbing and distributing organization in San Diego only and the four other offices will take on the new name.

Locally considerable changes are being made. New offices are being added and a general modernization and improvement program launched to prepare for the early arrival of the new AMI instruments.

Bill Wolf, head of the organization has sold his home in San Diego and is moving to Los Angeles to make this city his permanent home in the future.

Leff Acquires ARA

HOLLYWOOD—Borris Morros has sold his entire interest in ARA, Inc., to Mark Leff, Eastern businessman. Leff has been actively engaged as President of the firm for several months.

ARA has a large pressing plant here with a monthly production of about a million and a half records. Firm is expanding its distribution and adding company operated offices and warehouses throughout the country.

New appointments in executive personnel include Lou Bring as Musical Director and Recording Manager, and Bruce Altman as Sales Promotion Manager.

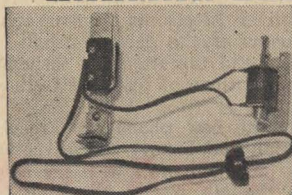
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HARMAN ELECTRIC TONE ARM TRIP

NOW AVAILABLE FOR SEEBURGS
(For Other Phonographs Soon)



A trial of the Harman Electric Tone Arm Trip will quickly convince operators of phonographs that its use will greatly extend the life of records as side pressure on the needle is eliminated. In addition our trip permits the needle to feed into the cut-out groove without pressure acting on the needle to cause its jumping out of the groove. Complete with wiring—with either lugs or male plug (Specify which is desired in ordering). Can be installed and adjusted in short time. No drilling or tapping required. Installation diagram with few simple instructions furnished. Can also easily be wired to operate from remote cancel button.

Price Each \$7.50 C.O.D., Galesburg, Ill.

PROMPT SHIPMENT—QUANTITY DISCOUNT ON APPLICATION

HARMAN ENTERPRISES

803 Monroe Street

Galesburg, Illinois

WE NEED

a man who knows

WIRED MUSIC

A MAN OF EXECUTIVE, ENGINEERING, SALES CALIBRE TO HELP PLAN, DEVELOP AND MARKET WIRED MUSIC. MUST HAVE BACKGROUND, KNOWLEDGE AND EXPERIENCE IN WIRED MUSIC. 40 YEARS OF KNOWING HOW TO MAKE COIN MACHINES WILL ENABLE US TO OCCUPY FOREMOST POSITION IN WIRED MUSIC FIELD. TO QUALIFY, MAN MUST BE ABLE TO MEASURE UP TO OUR HIGH STANDARDS AND WORK WITH US TOWARD A SUCCESSFUL END.

IF YOU CAN DO THE JOB WE CAN TAKE CARE OF YOU.

O. D. JENNINGS & COMPANY

4307-39 WEST LAKE ST. CHICAGO 24, ILL.

the greatest name in coin-operated machines

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Eaton Talks on 40 Selection Phonograph

By DeWitt (Doc) Eaton

General Sales Manager, AMI

When Automatic Instrument Co. decided to put a forty-selection phonograph on the market, many aspects were considered before a final decision was reached. We feel that when automatic music service is installed in a location, both the player and the location is entitled to all the music they can get. This, of course, means a music program offering an abundance of selectivity.

By offering a volume of music selection, play is bound to be increased. For example, our Hostess music card shows a list of one hundred titles. By advertising the fact that five thousand additional tunes are on tap in the library at the main studio, hundreds of requests pour in all the time for records which the average operator does not ordinarily include on his machine, or for songs he has removed from the machine because he feels they have lost their popularity. Many tunes do have a temporary fade in favor but they are revived from time to time when players know they are available.

While it is true that records are considered timely items and for the most part have short careers, there are dozens which remain in the profit-plus class for automatic music operators week after week. One of the biggest features of the automatic music machine has always been the advantage of a customer being able to select the music he wants to hear at a particular time.

Music has always played an important part in American life and acted as a tonic

even in the most difficult times. Phonographs won't stop playing when our music-loving Americans get out to enjoy the new automatic phonos and the new records, for now that the war is over a market that has been starved during the past several years will have to be satisfied. The popularity of the phonograph has increased and it is the best source of music, variety and selection.

The automatic phonograph throbs with life when the nickel impulse sets the platters spinning. Selectivity emphasizes the appeal of automatic music and feeds the customer's hunger for certain tunes. With increased selectivity, interest jumps to a higher level. The very variety of abundant selection is bound to spice up the location and stimulate player appeal. We feel increased selectivity is a rich plum for both operator and location owner.

Gutshall Serves Elk

LOS ANGELES—One of the most interesting showings held in these parts in many a moon was the initial unveiling of the new Aireon Airliner Electronic Phonograph in the showrooms of the Jack Gutshall Distributing Co. and the attendant dispensing of generous portions of barbecued elk and refreshments.

Naturally the new phonograph received most attention and factory executives were on hand to mix and meet with the assemblage, but the elk was a clinching idea which had everyone leaving with a good taste in their mouth—both for the phono and the Gutshall hospitality.

Gutshall is an authorized Aireon distributor for this area and intends to announce the opening of a distributing office in San Diego shortly to care for operators in the lower part of the state. A showing of the new Aireon instrument is also being arranged for San Diego.

APMA Appoints Meyer

CHICAGO—The Automatic Phonograph Manufacturers' Association has chosen Loren P. Meyer to succeed Clinton S. Darling as secretary of the organization. Darling is executive secretary of the National Automatic Merchandisers' Association.

According to Meyer's announcement, the temporary address of the association, 518 Davis Street, Evanston, Illinois, will soon be changed in favor of a permanent address.

Other officers of the association are N. Marshall Seeburg, president of J. P. Seeburg, president; D. W. Donohue, president of Mills Industries, Inc., vice-president; Carl McKelvey, of J. P. Seeburg, treasurer.

Mape in L. A.

LOS ANGELES—E. T. Mape was a recent visitor to Los Angeles for several days readying plans for the distributorship of a new machine. Mape's plans are still hush-hush, but he did have plenty to say about his 7,080-acre ranch at Modesto where last year he sold \$81,000 worth of cattle.

DON'T WASTE YOUR MONEY

Have Your Phono Needles
Re-sharpened on Our
Precision Grinding
Machines. Work Is
Economical, Guaranteed

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA



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ROCK-OLA MANUFACTURING CORPORATION
809 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

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Give You

MORE ...HIT TUNES
...BIG NAME STARS
..."PROFIT" PLAYING TIME

SOUNDIES are constantly striving to bring you more of the better names in show business . . . more of the best available hit tunes, in an ever increasing number. There are more than 1400 highly entertaining subjects in our vast library, offering you the most complete selection in the country.

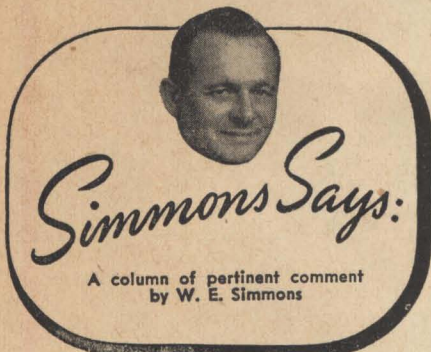
It is this variety of 16mm. professionally made movies, of "up to the second" popular songs, plus, Top-Notch Singers, Dancers, Comedians and Orchestras, that create a tremendous "pulling-power", for GREATER PROFITS for you.

All Films are approved by City and State Censors

SOUNDIES DISTRIBUTING CORP. OF AMERICA, Inc.

209 W. JACKSON BLVD.

CHICAGO 6, ILLINOIS



● Having traveled by car over 5000 miles through the south and middle west last month, it was certainly a pleasure to see

the transformation of distributor places of business all over the country to new fronts, improved service departments, and a real dress-up job all around.

● Of the few new model phonographs I have seen, those displayed were an improvement over previous models. The greatest improvement, in my opinion, is the accessibility which greatly speeds up operator service.

● Operators, as a whole, are very impatient about the delayed delivery of phonographs. However, most of us appreciate the problems the manufacturer confronts today in getting under way, and we can rest assured the manufacturer is just as anxious to get those new phonographs on the floor of the distributor as the distributors are to deliver those new models to the operator. Many bottlenecks of the past few weeks

are being opened up and very soon the distributors will be receiving those 1946 creations all of which will be money makers for the operators.

● It makes me very happy to see so many of the district and regional managers I have been associated with, lining up with fine connections, and I wish each and every one of them every success regardless of their connections. All of these fellows have the experience and the background to get a job done and done well.

● What a day for young America—with television, microfilm, electric eye, photo-microscope, induction heating, and a dozen other electronic marvels. Even hot dogs will be piping hot, juicy, and well done in eight seconds through electronic energy, and I'm looking forward to a trip to Mars as soon as we know what sort of a wardrobe to take along.

"MUSIC YOU FEEL"

on

COURTNEY RECORDS

Retail Price 50 Cents, Plus Tax

Write for Catalog
And Dealers' Prices

COURTNEY RECORDS

1424 East 78th Street, Los Angeles 1, Calif.

Col. Lucas Joins K & M

LOS ANGELES—Col. H. A. Lucas of the Army Air Forces is now associated with K & M Service, distributors for Atomic and Memo phonograph records.

With Col. Lucas in charge of the local office, Kelley and F. K. Myers have left for extended business trips. Kelley will cover 16 southern states and travel up the East Coast as far as Boston, remaining away 8 or 9 months. Myers will cover the midwestern section of the country.

Pate Back at Permo

CHICAGO—Sherman Pate has just returned from the service and is active again in the sales department of Permo, Inc. During his stint in the service Pate served as an instructor at the Glenview Air Base and spent some 19 or 20 months in the Pacific, a portion of which was on Saipan.

"NICKABOB"
HEADQUARTERS for AIREON

It's Here —

The Aireon
AIRLINER

ELECTRONIC PHONOGRAPH

**COME IN TODAY AND SEE
THESE NEW, REVOLUTIONARY
ELECTRONIC AUTOMATIC
PHONOGRAPHS**

**PRODUCT OF THE LATEST, MOST SCIENTIFIC DEVELOP-
MENTS, THESE PHONOGRAPHS EMBODY 27 BUILT-IN, EX-
CLUSIVE FEATURES THAT ARE EQUALLED BY NO OTHER
INSTRUMENT.**

**FOR THE BEST THAT MONEY CAN BUY . . . FOR THE BEST
SERVICE . . . FOR THE BEST PROFITS . . .
BE FIRST WITH THE FINEST**

From Now On—It's AIREON!

"NICKABOB"
NICK CARTER

**NICKABOB CO.
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107**

**NICKABOB SALES CO.
602 Fulton Street
Fresno 2,
California**

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REVIEW MUSICAL POPULARITY POLL

FEBRUARY, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Let It Snow! Let It Snow! Let It Snow! Vaughn Monroe—Victor
2. Personality Danny O'Neil—Majestic
3. Symphony Woody Herman—Columbia
4. Doctor, Lawyer, Indian Chief Freddy Martin—Victor
5. You Won't Be Satisfied Until You Break My Heart Benny Goodman—Columbia
6. I Can't Begin To Tell You Jo Stafford—Capitol
7. I'm Always Chasing Rainbows Betty Hutton—Capitol
8. It Might As Well Be Spring Hoagy Carmichael—ARA
9. Buzz Me Louis Jordan—Decca
10. Got a Right To Cry Joe Liggins—Exclusive

9. I'm Always Chasing Rainbows
10. Aren't You Glad You're You?

Best Selling Sheet Music—

1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. I Can't Begin To Tell You
4. Some Sunday Morning
5. I'm Always Chasing Rainbows
6. Personality
7. Chickery Chick
8. Just a Little Fond Affection
9. It Might As Well Be Spring
10. Aren't You Glad You're You?

Best Selling Records—

1. Let It Snow! Let It Snow! Let It Snow! (Vaughn Monroe) Victor 20-1759
2. Symphony (Freddy Martin) Victor 20-1747
3. Doctor, Lawyer, Indian Chief (Betty Hutton) Capitol 220
4. Personality (Johnny Mercer) Capitol 230
5. Dig You Later (Perry Como) Victor 20-1750
6. I'm Always Chasing Rainbows (Perry Como) Victor 20-1788
7. I Can't Begin To Tell You (Bing Crosby) Decca 23457
8. Chickery Chick (Sammy Kaye) Victor 20-1726
9. Waiting for the Train To Come In (Peggy Lee) Capitol 218
10. Aren't You Glad You're You? (Tommy Dorsey) Victor 20-1728

On Wired Music—

1. Let It Snow! Let It Snow! Let It Snow!
2. Symphony
3. Doctor, Lawyer, Indian Chief
4. Personality

5. Buzz Me (A Hubba Hubba Hubba)
6. Aren't You Glad You're You?
7. Some Sunday Morning
8. You Won't Be Satisfied Until You Break My Heart
9. I Can't Begin To Tell You
10. Got a Right To Cry

Sepia Hit Parade—

- Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:
1. Buzz Me (Louis Jordan) Decca
 2. Don't Worry 'Bout That Mule (Louis Jordan) Decca
 3. Got a Right To Cry (Joe Liggins) Exclusive
 4. Honeydripper (Joe Liggins) Exclusive
 5. E-Bob-O-Le-Bob (Flennoy Trio) Excelsior
 6. Voo-It, Voo-It (Blues Woman) Juke Box
 7. Driftin' Blues (Johnny Moore's 3 Blazes) Philo
 8. Travelin' Blues (Johnny Moore's 3 Blazes) Modern
 9. Frim Fram Sauce (King Cole Trio) Capitol
 10. Come To Baby, Do (King Cole Trio) Capitol

Western Hit Parade—

- Tunes most requested by the listeners to the only Western Hit Parade on radio:
1. Silver Dew on the Blue Grass Tonight (Bob Wills)
 2. You Will Have To Pay (Tex Ritter)
 3. Don't Live a Lie (Gene Autry)
 4. Make Room in Your Heart for a Friend (Wylie Walker and Gene Sullivan)
 5. Detour (Spade Cooley)
 6. Tomorrow Never Comes (Ernest Tubbs)
 7. No One Will Ever Know (Roy Acuff)
 8. Sioux City Sue (Dick Thomas)
 9. You Can't Break the Chains of Love (Jimmie Wakeley)
 10. I Wish I Had Never Met Sunshine (Gene Autry)

Gutshall Completes Trip

LOS ANGELES—Back home after a month long journey during which he appointed 9 distributors for Exclusive Records, visited the Aireon factory in Kansas City, and mingled with those in attendance at the Aireon service school, is Jack Gutshall, head of the distributing company of the same name.

"THE REVIEW certainly gets around," said Jack. "I called on operators, jobbers and distributors all over the country. In Philadelphia I walked into a distributor's headquarters and was addressed by my first name. They had been reading my ads in THE REVIEW for years. Same thing happened in Texas, and wherever I went I ran into fervent REVIEW readers. Mighty nice going."

Gutshall has added a couple of new labels to his line which will be announced shortly.

Capitol Export Head

HOLLYWOOD—Sydney de Azevedo has joined the expanding staff of Capitol Records, as their Export Supervisor, according to Glenn E. Wallichs, Executive Vice-president of Capitol Records.

de Azevedo will study Capitol's export problems in connection with making recommendations for representatives of Capitol products throughout the world.

YOUR RECORD HEADQUARTERS

We Are Exclusive National Distributors of

EXCLUSIVE

GILT EDGE

MODERN

EXCELSIOR

G and G

RHYTHM

Records

IF IT'S GOOD—YOU CAN BE SURE IT IS ON ONE OF OUR LABELS

WRITE FOR SENSATIONAL NEW RELEASES

JACK GUTSHALL DISTRIBUTING CO.

1872 W. Washington Blvd.
LOS ANGELES

316 Sixth St.
SAN FRANCISCO

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven. 1 to 10—35c; 11 to 99—32c; 100 or more—30c.

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

COIN
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Branson Adds Two

LOUISVILLE—Hy Branson and Gil Brawner of the H. M. Branson Distributing Co. have received two new members into the firm. The new partners are P. H. Branson, younger brother of Hy, and William R. Steele.

Steele, returning after 36 months in the army, will resume his work as bookkeeper and office manager and, in addition, will sell. Branson, who has 27 months with the Seabees to his credit, will take over the duties of service manager.

Branson Distributing handles Aireon automatic phonographs in Kentucky and Southern Indiana.

Install Market Music

HARTFORD, Conn. — Storecasts, Inc., headed by William Raffel, is starting tests in the First National supermarkets to determine the value of wired music systems in markets. Plans call for five minutes of music with a 20 to 30 second commercial featuring national brand-name advertising.

National advertisers of foods are being invited to participate in the experiment. Rates for the test are \$10 per week for not less than 50 plugs. If shopper reactions and store manager opinions warrant it, it is planned to extend the operation on a national basis.

Hubbell Robinson Jr., former vice-president of the American network, is serving as

consultant. Facilities of the World Broadcasting System will be used.

Victor Signs Two

CAMDEN—Desi Arnaz and his Orchestra, purveyors of exciting tropical rhythms in the Latin-American tradition, have been signed as RCA recording artists, along with the Glenn Miller Orchestra with Tex Beneke.

Beneke took over the Miller combo when Miller tragically disappeared in flight during the war. Outfit is composed solely of ex-servicemen and Beneke intends to preserve the Glenn Miller style of pre-war years.

* * *

Give . . . to THE RED CROSS

COAST RECORDS

OPA Ceiling Price 45c Wholesale Plus Fed. Tax

NEW COAST RELEASES

2017 { HIDE YOUR FACE
THIS LONELY WORLD

JIMMY (DETOUR) WALKER
AND HIS TEXAS STARS

2022 { IF IT'S WRONG TO LOVE YOU
YOU CAN'T BREAK MY HEART
IDAHO CALL AND HIS SUN VALLEY COWBOYS

STILL GOING BIG

2016 { DETOUR
SIOUX CITY SUE
JIMMY WALKER AND THE PECOS RIVER BOYS

2018 { I LEARNED TO LOVE YOU TOO LATE MY DARLIN'
WHITE CROSS ON OKINAWA
THE PLAINSMEN Acc. by The Coast Ranch Hands

2019 { TIME ALONE WILL TELL
I DON'T WANT ANYONE BUT YOU
CAL AND BUDDY and Their Ranch Hands

2020 { LAZY DAY—OZIE WATERS
Acc. by The Colorado Rangers
BROOMSTICK BUCKEROO—OZIE WATERS and
The Plainsmen Acc. by the Coast Ranch Hands

PEERLESS DISCOS

OPA Ceiling Price 60c Wholesale Plus Fed. Tax

LATE RELEASES

2213 { Hilos de Plata—Bolero
De Corazon a Corazon—Bolero
GABY DALTAS—CON ORQUESTA

2215 { La Panchita—Cancion
La Valentina—Cancion
MANOLITA ARRIOLA CON MARIACHI

2236 { Siempre Borracho—Cancion
Mexicana Hasta Las Caches
PEDRO INFANTE CON MARIACHI

2237 { Corrido Villista—Corrido
Alma Mia Di Mi Grandota
ANGELINA Y TONA CON MARIACHI

2238 { La Raspa
Pastelitos de Amor—Samba
ORQUESTA DE JUAN S. GARRIDO

2239 { Humo en los Ojos—Bolero
Alma Libre—Bolero
MARIO ALBERTO RODRIGUEZ
ORQUESTA DE NOE FAJARDO

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SEND FOR COMPLETE CATALOGUE

COAST RECORD MANUFACTURING CO.

1511 W. PICO BLVD.

EX. 3404—FE. 1171

LOS ANGELES 15, CAL.

★
Gerald
Wilson
★



DEFINITELY - The TWO STAR BANDS of 1946!

GERALD WILSON and His ORCHESTRA

NEW RELEASES ON EXCELSIOR RECORDS

#122 "MOON RISE"

Vocal by Pat Kay

"SYNTHETIC JOE"

Gerald Wilson Creation

#124 "TOP OF THE HILL"

Vocal by Dick Gray

"PUERTO RICAN BREAK-DOWN"

(Guaranteed money-maker; tested and proven on the automatics)

#126 "JUST GIVE ME A MAN"

Vocal by Bette Roche

"JUST ONE OF THOSE THINGS"

Vocal by Dick Gray

#149 "YENTA"

Vocal by Thrasher Sisters

"COME SUNDAY"

Instrumental arranged by Gerald Wilson

#150 "LOVE ME A LONG, LONG TIME"

Vocal by Estelle Edson

"I DON'T KNOW WHAT THAT IS"

Instrumental. Both arranged by Gerald Wilson

JOHNNY OTIS and His ORCHESTRA

NEW RELEASES ON EXCELSIOR RECORDS

#152 "OMAHA FLASH"

A Solid Jump Number

"GOODBYE FOR AWHILE"

Vocal by Claude Trenier

#153 "JEFF HI STOMP"

"WAS IT WRONG"

Vocal by Claude Trenier

#141 "MY BABY'S BUSINESS"

Vocal by Jimmy Rushing

"PRESTON LOVE'S MANSION"

Instrumental

#142 "JIMMY'S ROUND THE CLOCK BLUES"

Vocal by Jimmy Rushing

"HARLEM NOCTURNE"

Instrumental

JUKE BOX OPERATORS GET FIRST CALL ON THESE RECORDS

ORDER FROM OUR NATIONAL DISTRIBUTORS:

WEST

Jack Gutshall Distributing Co.
1870 W. Washington Blvd.
Los Angeles 7, Calif.

MID-WEST

Metropolitan Record Co.
4646 South Parkway
Chicago

EAST

Apollo Record Dist. Co.
615 Tenth Avenue
New York City

EXCELSIOR RECORD COMPANY

RO. 8375

3661 S. GRAMERCY PL. LOS ANGELES 7, CALIF.



★ Johnny Otis ★



*The Latch String Is Out —
The Welcome Mat Is At
Our Door — and Smack-dab
In the Center Of Our Show-
room Is the Revolutionary
New*



Aireon

AIRLINER

ELECTRONIC PHONOGRAPH

you have not been in to see the new Aireon AIRLINER Electronic Phonograph we cordially invite you to come in at your very first convenience.

You'll be thrilled at the unusual and exciting lines of the new AIRLINER and once you've looked inside you won't believe your eyes. Imagine a phonograph without fibre gears, star wheel, clutches, record discs, Universal joints, record trays, and only 25 percent of the usual moving parts? It's all yours in the new AIRLINER. May we show it to you?

Jack Gutshall

JACK GUTSHALL DISTRIBUTING COMPANY

70 W. WASHINGTON BLVD.

(ROchester 2103)

LOS ANGELES 7, CALIF.

WURLITZER "TRIPLE ACTION" ADVERTISING CAMPAIGN will reach *Everybody... Everywhere*



**WURLITZER FACTORY-APPROVED
MUSIC MERCHANTS Will Reap The Harvest**

COIN
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Here's Wurlitzer's 1946 National Program to promote profits for Wurlitzer Factory-Approved Music Merchants by popularizing Wurlitzer locations.

Full color, full page ads in the SATURDAY EVENING POST, COLLIER'S, LOOK and LIBERTY.

Eyestopping Billboards from coast to coast—many in your locality.

Colorful signs in locations promoting Wurlitzer Phonograph play.

All urge the American public to look for the "Sign of the Musical Note" and they'll find Wurlitzer Music—"America's Favorite Nickel's Worth of Fun."

Wurlitzer Factory-Approved Music Merchants will benefit by the greatest advertising program in automatic music history.

WOLF SALES COMPANY

Exclusive WURLITZER Distributors

FOR COLORADO, UTAH, ARIZONA,
NEW MEXICO, EASTERN IDAHO

1932-4 Broadway Denver 2, Colorado
1475 South Main St. Salt Lake City, Utah
626 West Washington St. Phoenix, Ariz.
2401-5 East Alameda St. El Paso, Texas



Nels Nelson

23 Years in Industry

LOS ANGELES—Nels Nelson this year rounds out 23 years in the coin machine industry. Now operating his own service business at 2329 W. Pico Blvd., Los Angeles, Nels is glad that last November he decided to take the advice that operators had been giving him a long time—to go to work for himself.

It was in 1923 that Nels went to work for J. P. Seeburg in Chicago. For years as a service instructor he traveled on the road, going to about every city in the United States. He came to Los Angeles originally for Seeburg, and when traveling service men were discontinued became manager of the Los Angeles office of E. T. Mape Music Co., where he remained two

years prior to opening his own business.

Born in Sweden, Nels lived in that country until he was 17 years old. He then came to the United States, landing eventually in Chicago with little funds and less knowledge of the English language. Through payment of five dollars to an employment agency, he got work with the J. P. Seeburg Piano Co. as an apprentice. At first he worked on pianos and organs, later on phonographs and coin-operated music machines.

"Best five dollars I ever spent," Nels comments.

Prock Appoints Wilson

DALLAS—In keeping with its policy of covering the entire Southwest with the most efficient service possible, General Distributing Co. recently announced the appointment of the Cliff Wilson Distributing Co. as the exclusive distributor for the Rock-Ola line in the State of Oklahoma. George Prock of General Distributing feels that the new arrangement will give the trade in Oklahoma better service at less cost.

Orders for Rock-Ola phonographs, accessories, and parts may now be placed with Cliff's company whose head office is at 1121 S. Main Street, Tulsa. Cliff is planning a showing of Rock-Ola's new "Phonograph of Tomorrow," date to be announced soon.

No Tears

NEW YORK—In Prague, Czech music-writer Jaromir Vejvoda got long-delayed news about his almost forgotten 16-year-old song *Lover's Lament*. From American and British Soldiers of World War II, he learned its name had been changed, its popularity had soared as a marching song, an automatic phonograph favorite. The song: *Beer Barrel Polka*.

Blumenfeld Building

BALTIMORE—Construction of a new building for the General Vending Service Co. of Baltimore has been started, according to Irvin Blumenfeld, Aireon distributor.

The building is located at one of the most important inter-sections in Baltimore. Lot has a frontage of 100 feet on Biddle Street, at the corner of Howard, and a depth of 140 feet. Building will be 65 feet wide and one block in depth, with the rest of the lot devoted to a private driveway and parking lot.

There will be over 2,300 square feet of display space, according to Blumenfeld, with separate shops for music and amusement equipment. The new building also will have beautiful private and general offices, complete shipping and receiving facilities, paint spray room, operators lounge, and many other advanced and modern features for the operator.

Welch Elected V. P.

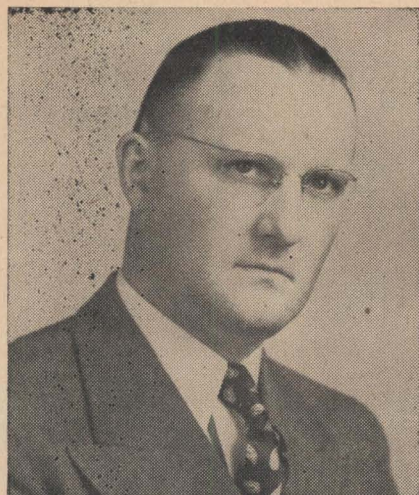
KANSAS CITY—R. C. Walker, president of Aireon Manufacturing Corp. has announced the election of Arthur E. Welch to fill the newly created office of vice president in charge of sales.

Welch formerly was vice president and treasurer. He brings to this new key position a keen understanding of Aireon's numerous activities, its policies, post-war plans, and its sales activities.

Phono Bill Proposed

LOUISVILLE, Ky.—A bill recently introduced in the State Legislature proposes to license automatic phonographs and to establish an annual assessment for them. Revenue from the proposed \$10 fee is earmarked for use in the State's old-age assistance program and for the construction of a tuberculosis sanatorium.

It's Here — — — — —



The Aireon
AIRLINER
ELECTRONIC PHONOGRAPH

NOW ON DISPLAY IN OUR
BEAUTIFUL NEW SHOWROOMS AT

63 Page Street • San Francisco

You are cordially invited to visit our Showrooms and examine this sensationally new and different phonograph. Incorporated are more new features than you ever dreamed possible . . . and eliminated are more troublesome parts than you ever thought probable. Imagine a phonograph with only 25 percent of the usual moving parts. That's the Aireon AIRLINER. We'll consider it a privilege to demonstrate this revolutionary new instrument to you at your convenience.



OSBORN DISTRIBUTING COMPANY
63 Page Street San Francisco 2, Calif.

COIN
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Less Parts!

NEW

Drill Proof!

1946

PACE BELLS

We Are in FULL PRODUCTION. 5c-10c-25c-50c-\$1.00.

Immediate Delivery

Play Appeal!

Rust Proof!

Western States Distributing Company

DAN KING III

63 Page St.

San Francisco 2, Calif.

California, Washington, Oregon, Utah, Idaho, Arizona, Nevada

A NEW DAY DAWNS IN AUTOMATIC MUSIC

Aireon

Electronic
PHONOGRAPHS

Aireon Electronic Phonographs and remote control equipment open a new profit era for music operators—an age of greater play appeal through electronic beauty and tone . . . an age of quicker, easier servicing and continuous trouble-free performance . . . of lower operating costs and higher profit levels. The servicing of Aireon's radically improved record changer is faster and easier. Service troubles have been largely eliminated by replacing nearly half the moving parts with electronic impulses, so simple and fool-

proof that no special skill is required by servicemen. Your serviceman can handle far more locations with Aireon—Swing out the Aireon Swing-Free Mechanism, a quick change of records, a reading of the positive money register which totals wall boxes as well as machine deposits—and be on his way, in a fraction of the usual time. Top play in every location is assured by the accurate register of individual record preference—no “dead disks”—no arguments. Yes, Operators, your servicemen will shout—

FROM NOW ON... Aireon
MANUFACTURING
CORPORATION

Kansas City • New York • Chicago • Los Angeles • San Francisco • Oklahoma City • Greenwich, Conn. • Mexico, D.F. • Slater, Mo.

WHERE WILL YOU BE ON "A" DAY?



A group of the more than 750 operators, service men, and friends who attended Minthorne's showing of the new Seeburg examine the first model.

Present at the Seeburg "146" show at Minthorne Music Co.'s showrooms were, left to right: D. J. Donohue, district sales manager of J. P. Seeburg Corp.; Jean J. Minthorne; Joe Kamys, district service manager of J. P. Seeburg Corp.; and Clyde Port, service manager for Seeburg.



Opens Arizona Office

PHOENIX—Coincidental with a showing of the new 1946 Seeburg model 146 at the Westward-Ho Hotel in Phoenix, on February 6 and 7, Minthorne Music Co. opened its new office and showroom at 512 W. Washington Street.

In charge of the office is Bob Anderson who, with many years in the business, is well liked and will show Arizona operators every courtesy. The office will handle both service and sales for the new phonograph.

Hosts for the show were Jean and Dolores Minthorne; J. M. Harvey, sales manager for Minthorne; Ray Bergstrom, traveling service manager; D. J. Donohue, district sales manager for Seeburg; and Joe Kamys, district service manager for Seeburg. Practically every operator in Arizona attended the show. A great deal of enthusiasm for the new phonograph was shown and a number of orders were taken.

Coast Record Moving

LOS ANGELES—Bill Abel, Coast Record Manufacturing Co. advises that he will move to his new location at 2532 W. Pico Blvd. sometime between March 15 and April 1. All records and other music equipment will be moved, while coin-operated equipment will remain temporarily at the old location. The new location will provide five times as much room as the company has at present.

Joins REVIEW Staff

LOS ANGELES—Clarence G. Beardslee has been appointed to the staff of THE REVIEW as assistant to the publisher and will handle advertising and editorial matters. Beardslee brings a number of years' experience in magazine editing, advertising and newspaper work. Immediately prior to his association with THE REVIEW he was editor of North American Aviation's *Sky-line* magazine and director of public relations for the U. S. Engineer Office in Los Angeles and San Francisco.

Shay New Ad Man

CHICAGO—The officials of Mills Novelty Co. announce the appointment of Grant F. Shay as Director of Advertising. Shay was formerly Assistant Advertising Manager of Mills Industries, Incorporated, and worked with Richard K. Law who will continue in the capacity of Advertising Director of Mills Industries, Incorporated.

DeGovia Joins DeGovia

LOS ANGELES—H. M. DeGovia has taken his son Jack into the service business as a partner. Jack, who is married and formerly worked for a local engineering firm, was recently discharged from the Army after serving two years overseas. DeGovia plans eventually to have his son take over the business.



- ☐ 101W A'Ridin Toward the Sunset
- ☐ 102W Little Darlin'
- ☐ 103W I Can Read Between the Lines
- ☐ 104W I'm Lost Without You, My Darlin'
- ☐ 117P Is It Wrong?
- ☐ 118P Some Mother's Darlin'
- ☐ 119P Yippie Aye
- ☐ 120P I Want Just One Little Darlin'
- ☐ 133R Along the Navajo Trail
- ☐ 134R Haven't Got a Nickel
- ☐ 135R Forgive Me Little Darlin'
- ☐ 136R I Won't Hang 'Round You Anymore
- ☐ 121D Tonight the Stars Are Playing Peek-a-boo
- ☐ 122D There's a New Star in Heaven
- ☐ 123D Where the Mountains Kiss the Sky
- ☐ 124D In My Stable There Is an Empty Stall
- ☐ 129K There's a Dream Ranch in the Sky
- ☐ 130K Give Me an Oklahoma Gal
- ☐ 131K Silver Dew on the Blue Grass Tonight
- ☐ 132K Trail to San Antone
- ☐ 113B Slip Me My Slippers Susie Darlin'
- ☐ 114B I'm A'Ridin' the Rails
- ☐ 115B I'm A'Roundin' Up My Love
- ☐ 116B Fiddlin' Dan from Old Cheyenne

This is your order blank. Fill in squares and mail to us. Enclose 25% with order, balance C.O.D.

BERGER ENTERPRISE

8111 Santa Monica Blvd.

Hollywood 46, Calif.

Name _____

Address _____

City _____ Zone _____

State _____

Ordered by _____

Ship Via _____

COIN
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One of the best operators in the business, according to E. T. Mape, is Jack Daly, Mape's district manager at Stockton. Daly recently acquired 148 phonographs and around 80 consoles from the American Music Co., bringing his operations up to almost 800 pieces. He has 16 men working for him.

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Philco - Philo Agree

LOS ANGELES—Philco Radio Corp. and Philo Records have settled their differences occasioned by the similarity of names, and Philo will discontinue the use of the name Philo and re-label its product.

Philo tried to register the name with the U. S. Patent Office. Government researchers discovered Philco was engaged in making record blanks for recording purposes and refused to permit the Philo register.

In December, Philco filed an injunction against Philo contending that the similarity of names was too great. Philo agreed to change its label and the Patent Office has agreed to a registry of the new label name.

Building Addition

CHICAGO—The two-story Automatic Instrument Co. factory at Grand Rapids, Michigan, is deep in the process of constructing a new two-story addition of about 12,500 square feet, which will be used for the handling of phonograph cabinets and component parts. It is expected that the building will be completed within thirty days.

JUKE BOX HITS IN WESTERNS

JUST RELEASED

#1 Plug No. 2007. Jack Kenney, best known composer of Westerns, and his Lone Star Playboys, sings his best—a sure hit.

CALGARY BLUES

Reverse side: TEXAS GAL.

#2 Plug No. 2008. Arizona Slim and his Grand Canyon Cowboys do a bang-up solid tune in **WESTERN LULLABY**. Reverse side ANDROSCROGGIN.

#3 Plug No. 2006. **BOOGIE WOOGIE PONY** is a solid beat and a cute story, sung by Ginger Janney, with Muzzy Marcellino's sixteen piece boogie band, but good. Reverse side: INDIAN GIVER (with Quartet).

49 Cents (tax included) To Operators-Dealers

Order from Your Distributor

or

SPOTLIGHT RECORDS, Inc.

6064 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

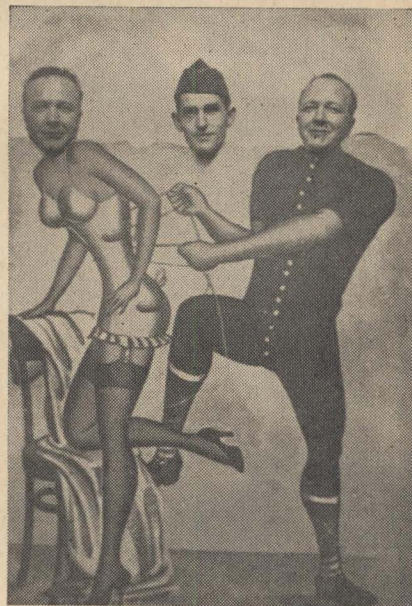
New Phono Needle

NEW YORK—The Microtone Co., a division of the Connecticut Industries, Stamford, Conn., is offering a new coin machine needle. The new "Loranium" tip is affixed to the specially-designed shank by a new process. More than 6,000 perfect plays is the tested record. Neatly packaged in a coin machine service man's record book, the needle will be offered to the trade by leading distributors.

feed into the cut-out groove without pressure acting on the needle to cause its jumping out of the groove."

* * *

Give . . . to THE RED CROSS



Getting laced in is Cline Ketchersid while Knight Ketchersid is doing the job and Kenneth Nordlund is looking on. Event was in celebration of their Aireon assignment in Boise, Idaho. Boys purchased a full carload of instruments through District Manager C. D. Kemp and are pulling in for the big activity ahead.



CHANGE-MASTERS

Limited Production

Solid Aluminum Casting
Polished Chrome

\$9.85 Each

Holds \$10.00 in Nickels
Write for Quantity Prices

Exclusively Distributed By

PUGET SOUND NOVELTY COMPANY

114 Elliott Avenue West

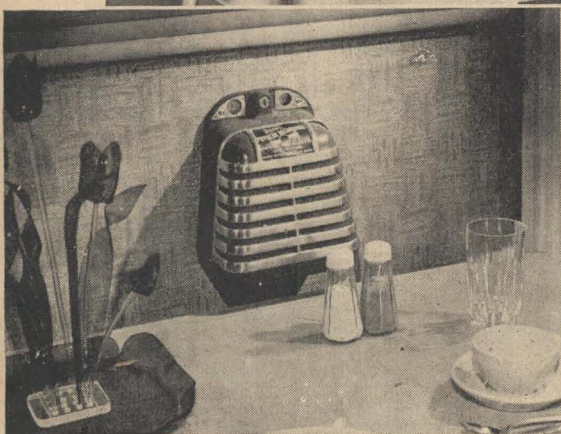
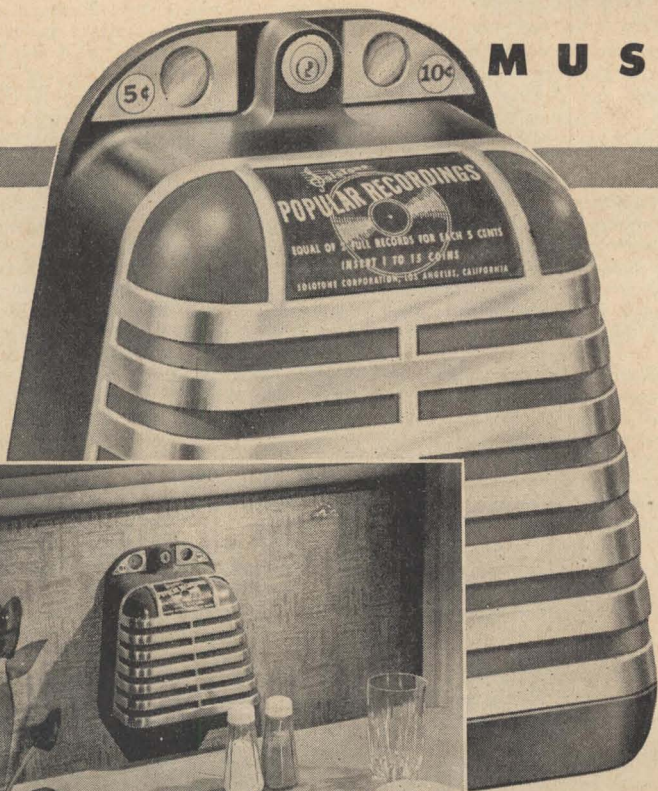
Seattle 99, Washington

Phone: Alder 1010

THE SENSATIONAL NEW

SOLOTONE

MUSIC SYSTEM



MULTIPLIES PROFITS BY MAKING A ROUTE out of EVERY LOCATION

A new method of selling music which has been proved on the West Coast as the biggest money-maker in automatic music.

Solotone plays low volume music which can only be heard by those in a booth or directly in front of the box at the counter. The music at each box is timed — six minutes of popular recordings for each 5¢ and twelve minutes for each 10¢.

Unlike single-revenue automatics which one person pays for and everyone hears, Solotone's individualized entertainment produces multiple revenue, as all Solotone boxes can be in operation at once, yet each one will be producing its own revenue. Solotone boxes are designed for use either for service over telephone lines from a central station or individual mechanism at each location.

Each Solotone box houses its own speaker, measuring 6½ inches across and especially designed to bring out the base as well as the high notes, clearly and distinctly.

Get the full story on this multiple-profit maker. Write or wire today for complete Solotone plan.

SOLOTONE CORPORATION

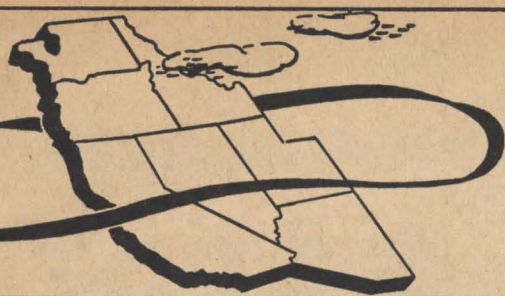
2311 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA • FAIRFAX 2325

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In the West



Los Angeles

Settlement of the steel strike brought a ray of hope to operators in this area for dismal indeed were the reports coming out from Chicago on various shortages. The lumber situation is still bad and holding up a lot of new equipment. Many of the distributors have made eastern jaunts to learn at first hand just how things stand, and returning confide they're damned glad to be getting what equipment is coming through.

In the meantime, no time is being wasted in anticipation of that day when showings on new machines can be observed, and deliveries definitely scheduled. Here in the city a terrific turmoil is in evidence. Bill Wolf has changed the name of California Amusement to M. S. Wolf Distributing Co., added two additional offices in Portland and Seattle and started a revamping program on these new acquisitions, plus a lot of improvements in the local branch. In addition the painters have been wielding brushes madly about the place. Remodeling work on Bill Happel's Badger Sales continues at a furious pace and stucco is now being applied to the outside and the whole affair is taking definite shape. Bill expects to move in about April 15th and according to advices from the mid-west, he'll be in in ample time to display the new Rock-Ola phonographs.

Jack Gutshall has had the painters, carpenters, etc., in everybody's way for the past few weeks in anticipation of the Aireon showing. Likewise Nick Carter who built special presentation facilities for the instrument, and Frank Navarro who had his place completely remodeled and modernized to make ready for the new machine. Nick will have a double showing here and at his office and showrooms in Fresno and

both places are adequately prepared for a proper presentation of the new machine.

When it comes down to evaluating showroom beauty an orchid will have to be directed toward Jean and Dolores Minthorne who made an A-1 offering on the new Seeburg 146. The Minthornes have transformed their building into a thing of beauty. Everything is fresh, new and lovely and decidedly complimentary to the new phono and accessories. A marvelous job of housekeeping is always in evidence at the Minthorne Music Co. and one has the feeling, on entering this establishment, that it is connected with a high grade business, for the surroundings reflect credit to the activity and the industry.

Charlie Washburn is back from Indianapolis and happy about his appointment with the Packard Manufacturing Corp. He has already lined up a number of distributors. On the 28th, Gladys and Charlie staged a cocktail party in honor of the prime Packard executive here on the Coast for a day on official business.

Mr. and Mrs. Paul Laymon were guests of the G. F. Coopers in Riverside over the February 9th weekend in honor of Lucille's birthday. The Coopers had a big party in her behalf.

William Anderson, Honolulu arcade operator, is back on the mainland to spend a little time at his Beverly Hills home.

Tom Wall, California Games, is back from Idaho where he was called by the illness of his mother.

Another pair back from a long jaunt are Bill Simmons and Clayton Ballard who mowed off 5,000 miles on their trip to the mid-west. Pair planned for the worst and took along tire lugs, chains, blankets, heaters, and what have you. As fate would have it the entire trip was completed without one disagreeable day. But there have been

such days since. Yessir.

Nick Carter and Willis Benson make periodic trips to Visalia and Fresno to look in on the extensive Nickabob operations which are active in those areas. Jobbing and distributing are the primary activities of the Nickabob Co. at present and the firm represents a banner list of national manufacturers.

Ever see a Bally Undersea Raider remains dropped from a 10-story building? Of course you didn't but that's about what it looked like after Henry Van Stelten, Whittier, took care of the one he picked up at Laymon's. Henry had one of those trailers that never provide a level floor and attendants warned that the upright game wasn't tied securely. "It's okeh," said Hank, "I'll take care of everything" - - - and he did. On turning the first corner - - - WOW. The mechanics picked up the game in baskets and fortunately were able to re-assemble it again. Now Hank blushes when someone suggests an emergency tie on new equipment riding in his trailer.

The Row has been busy, naturally, and most of the distributors have been amazed at the terrific buying activity. Laymon particularly was pleased with a 300 percent increase and said: "Why shouldn't there be. Just look at some of the boys who've been in." And here they are, to name a few: Charles Bonney, Flagstaff, Ariz.; Roy Garrison, Phoenix; Danny Hogan, Flagstaff; Jack Beavers, Oxnard; Mr. and Mrs. Fred Allen, and Alex Koleopolus, Bakersfield; William Shorey, San Bernardino; Joe Guion, Avalon; Harry Kruzic, Fresno; Ollie Trevillian, Santa Barbara; Claude Tomlinson, Farmersville; Glenn McCarter, Calimesa; Ernest Otto, El Cerrito; Paul Sullivan, Oceanside; and Harold Murphy, Palm Springs.

Clarence Phillibin is out of the army and is getting ready to return to operating.

Another returnee who fell into bad luck is Harold DeSoto. Discharged, the medics found his condition required a minimum of five years treatment at Arlington, Calif. The lads in the Industry chipped in and H. M. DeGovia of Dee's Service provided Harold with a radio to help those five years pass more quickly. Who says the men in this business don't have a heart?

Ed Mape was in town the first of the month to confer with Ray Powers and big things are coming, say they. There's been a lot of "hush, hush."

E. C. McNeil doesn't want anyone to miss

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We Now Have On Display The New 1946 A. C. BANGTAILS

Packard Pla-Mor Wall Boxes.....\$36.95
Title Strips.....per thousand 4.75

Immediate Delivery

BALLY VICTORY SPECIAL.....\$589.50
BALLY VICTORY DERBY.....574.50

Immediate Delivery

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD.

Richmond 5527

LOS ANGELES 7, CALIF.

his place. He has installed a 36-foot sign over his three store fronts on Westmoreland to tie the offices together and show the true extent of his offices. Mac will have new Nationals to talk about shortly, plus a couple of other items that look pretty exciting, too.

Clen Conter, Sheboygan, Wis., operator has kissed the Cheese State goodbye. On a visit here he surveyed the territory—and weather—and decided accordingly. Clen will operate in Las Vegas, Nevada, and has disposed of his Wisconsin operations. Conter was, and is, a client of Badger Sales.

When the bug bites, it bites GOOD. This columnist had the same thing happen way back in 1930 and George W. Coleman, Coleman Novelty Co., Rockford, Ill., has had it happen to him. "I remember what you said about hurrying back to Janesville and liquidating your assets so that you could locate in Los Angeles. Well, that is just what we are doing." George is an old timer in the business and his newest enterprise in our parts consists of the building of a high class Motel in the Malibu district, on highway No. 101, overlooking the ocean. And George will make good on it, too. He has a knack of making money on whatever he engages in.

"What a helluva experience," was the way Charlie Robinson described his last airtrip to Chi. in company with Bud Parr. On the return run the TWA ship was 3 hours late into Kansas City. Amarillo was "closed out" and no one expected to get into L. A. within three hours of the regular time. But, lo and behold, 20 minutes before the advertised time, the Stewardess awakened the Knights of the Coin Chute to say they were landing. And it wasn't a Constellation, either!

"Come on You U-Needa-Paks" is Preston Jarrell's theme song at Coinmatic. Preston has been holding himself, and the firm, in readiness for a showing for several weeks and is anxious to show samples of just what the customers have already placed volume orders for.

Bill Happel made Santa Barbara over the February 9th weekend and visited operators in the area. Highlight of the trip was a nightclub party at which Ben Shaeffer was Bill's guest. Shaeffer expressed himself as anxious to get going as a phonograph operator in the Santa Barbara area.

Jane and Howard Porter are no longer connected with the Jack Gutshall office. Jane, office manager for years, left upon Jack's return from his national sales trip during which he appointed several record distributors. Jane's husband, Howard, was in charge of the Gutshall and RGR pressing plant.

Mollie Simon, for the past 9 years secretary to Curley Robinson at AOLAC, and

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announces the establishment
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Circularizing Mailings, etc.

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OF

Williams
MANUFACTURING
COMPANY

FOR SOUTHERN CALIFORNIA

previously a secretary to Bob Gans, has opened a secretarial and notary public service for the Coin Machine Industry. See announcement in this issue.

Ray Suhr was operated on at St. Vincent's on February 14th for an abdominal obstruction. When he is ready for activity again, Ray will be in charge of the record department at Gutshall's.

DeLoss Osborn has been commuting betwixt here and S. F. to get his new headquarters in order and ready for new Aireon equipment. The Osborn family will remain here until June for the oldest daughter will graduate from high school then, and the third child will finish grade school. In the meantime, pappy has plenty to do in getting his S. F. office underway.

Curley Robinson, AOLAC exec., made a fervent plea in behalf of the Coin Machine Industries, Inc., public relations program at the organization dinner held at Rodger Young auditorium on the 13th.

distribution as the greatest contribution to the industry since remote control was introduced. "Operators assure us," said Johnny, "that now they will have what they have urgently needed for a long, long time. To be really in the MUSIC business." Location owners are most impressed by Seeburg's Dual Volume Remote Control Unit which leaves location owners in full control of the system with as little effort as turning on or off the lights. Johnny further said: "Seeburg has taken their superior tone qualities and packaged it in a manner to guarantee music distributed in all areas of a location to please music loving Americans. Gone are the days of 'juke boxes,'—this is a new era!"

W. R. "Bud" Patton, from Patton Music Co., Turlock, thought up two slogans for the new Seeburg: 1. "It improves on the band." 2. "Like a beautiful masterpiece it needs no gaudy frame." Bud Patton, 6 months out of the Air Corps, said that their operations extend over Stanislaus, Merced

TURN PAGE

San Francisco

Jack R. Moore Co.'s showing of the sensational new Seeburg with its scientific sound distribution, continues to draw operators from throughout Northern California and Western Nevada. Originally the display was to be kept intact only for two days, but operators urged: "Please, keep up your display and decorations so our top location owners may see it." Almost a fortnight after the opening, the visitors remain numerous. Attendance on the first two days exceeded all expectations. The first day's score: 450 luncheons were served, and there were about 250 guests who did not partake of refreshments. The second day equalled the first.

According to Johnny Ruggiero, manager, operators acclaim Seeburg's scientific sound

MAZDA QUALITY BULBS

Lamp No.	Base	Amps.	Box (10)	Per 100
40	Screw	0.15	55c	\$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85

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and Mariposa counties, with headquarters and shop in Turlock. The staff has been augmented by five veterans of World War II. Along with Bud was A. P. Britton, veteran of both wars, who has been in Patton Music Co.'s service department for almost 15 years. Britton's son, Warren D., is in the Naval Air Corps; his daughter Allene Margaret served with the WAVES.

T. F. Power, Marysville operator said: "The new Seeburg is a very beautiful machine and its tone quality is superb. Also, the interest shown by operators is proof that Moore Company had treated them right." Tower stated that he had a very successful year, and is going to expand his operations right along.

L. H. Jones, San Francisco operator, and president of Associated Music Operators, Inc., said: "The new Seeburg surpasses all expectations."

General Music Company's ground floor has been remodeled and a studio has been built for the transmission of measured music, giving 24 hour service. Ernie Brennan, manager, said that the studio was built for the accommodation of smaller operators who have no studio of their own. Ernie hopes to start making deliveries of Solotone music boxes in the early part of March. He stressed the important innovation of these boxes, that they will take both nickels and dimes, and 15 coins may be deposited at one time, also the equal of two full recordings will be given for five cents. Taking into consideration that music will be perpetually available also, should make Solotone music boxes a very attractive investment to operators and win instant favor with location owners. Eventually, Ernie said, they will be distributing studio equipment complete with amplifier and cable for those operators who wish to build their own studios.

While calling at General Music Co., Ernie received a telegram from Buckley Music System. We quote it verbatim: "Our Company solidly signed a public relations campaign with Coin Machine Industries, Inc. It will profit everyone in the industry. All should participate in cost. We request everyone of our distributors to join Coin Machine Industries and urge every operator to do likewise. Your cooperation needed. Please do not fail us."

George R. Murdock said that the biggest current news at Associates is that Willard Wayne, one of the group, has perfected an automatic volume control to correct volume variances between records. Showing it to us, Murdock further stated: "This small auxiliary variable amplifier is cut in between the regular phonograph amplifier and speaker or speakers. What this adaptation does is to raise the volume output on low tone records and depresses the volume output on loud recordings. It is small, compact, and simply plugs in to the present equipment now in operation. It is now in production and will be available to the

trade shortly."

Murdock and Wayne left by plane for the Rock-Ola factory the middle of February. Murdock added quizzically: "But we'll be back within the week to be - - in time?!"

Associates had many interesting visitors recently: Vincent Zerba, International Importers and Exporters, Manila; Gilberto Licia Cerda, Mexico City; Mr. and Mrs. Tom Hanstrom, Chicago. Mrs. Hanstrom is the only daughter of Eugene Steffens, vice president and general manager of Permo Products; Heber Rutter, Salt Lake City Rock-Ola distributor, visited here, accompanied by Mr. and Mrs. Yates, one of Utah's largest operators. Together with Mr. and Mrs. Murdock they did all the night spots. Murdock commented: "They stayed for five days and left after thoroughly ruining our health." Other out-of-townners included: Ted Tower, wired music operator, Marysville; Mert Carlyon, Watsonville, and Jack Mehegan from Modesto.

Bob Weiner and his wife Eleanor purchased a lovely home in Miraloma Park, and gave a housewarming party, entertaining the Associates organization.

Walter A. Huber, sales manager, California Amusement Co., reported that they had for their guests Phil Robinson, representative of Chicago Coin Co., and Harry Kaplan, former owner of Southwestern Vending, L. A. distributor. California Amusement Co. expects to have a showing of AMI automatic phonographs in the near future. Huber mentioned that he took a trip through the San Joaquin Valley, "and was royally treated by all operators." California's office staff had been augmented by Miss Ann Lovell, stenographer and bookkeeper, who had been named assistant to Nona Gates.

E. M. Dutton, head of Viking Specialty Co., Inc. stated that deliveries are being made of Phonette measured music boxes, complete with amplifier, panel board, etc.

Leonard E. Baskfield is the recently appointed counselor and general manager of E. T. Mape Music Co. Baskfield served for three years in the Air Corps. Prior to that he represented an eastern coin machine manufacturer in the capacity of legal advisor.

E. T. Mape Music Co. has just bought Merritt Music Co., Stockton, from J. Merritt. The firm has its own studios for World Music, Phonette, Telephone and Measured Music, and in addition operates a large service department.

A. C. Martinsen, manager for ten years with Glenn-Rowe Vending Machine Co., commented: "It's tough when for almost six years no new equipment is obtainable." He estimates that it will take about two years before all the requirements will be filled. The present equipment functions as well as can be expected after many years of service. Martinsen made an interesting point by stating, that his firm was adamant during the cigaret shortage that though the vending machines were empty, they had to remain in their usual place. Said Martinsen: "It was bad enough that our vending machines couldn't give the expected reliable service—had they been moved and out of sight, the public might have gotten entirely into the habit of buying their cigarets over the counter, and much ground that we have gained over the years would have been lost." As it was, the machines did not deteriorate by being dumped into attics or basements, were constantly in sight and kept in good repair. Consequently, when cigarets became plentiful again, operations could be resumed exactly where they were left off.

The industry is getting constantly more conscious of the urgent necessity of fostering good public relationship. The topic is constantly discussed and it's opined that while something on a grand scale is imminent, it should be supplemented by individual efforts. Dick Parina, graduate of San Francisco University, believes that much can be accomplished by keeping in touch with one's Alma Mater and former classmates. Said Dick: "It stands to reason that of any given class of students they will enter various fields of endeavor, and by keeping up the friendships, much authentic information can be disseminated to the advantage of all concerned."

Dick is a member of the Board of Athletic Control, member of the Executive Committee, and Vice President of the Don's Club.

California Music Operators Association,

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Arcade Equipment
RAY GUNS
or CONSOLES?**

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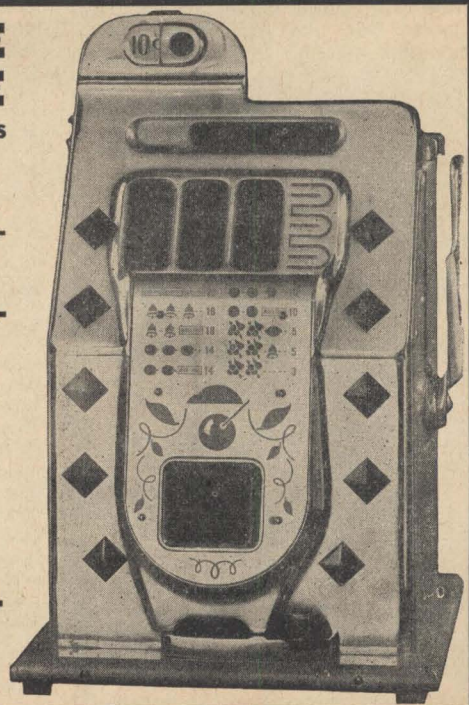
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We are in a position to give immediate attention to all your needs.

**Complete Reconditioning & Refinishing
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New Replacement Parts
Mechanism & All Metal Parts
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No Extra or Hidden Charges
1 to 5 Days' Service

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128 East 14th Street, Oakland, headed by George A. Miller, had a treat when on the 18th of February the group listened to an address by A. M. Moss, at the 311 Club. Moss recently spent 5 weeks in Chicago, making a survey of coin machine factories, and discussed his observations. What impressed Moss most, was "that all manufacturers have decided to make quality merchandise, far superior to equipment offered before." Another phase of his speech dealt with the importance of Public Relationship.

A. M. Moss served in the Navy for three years as instructor of Radio-Teletype, and saw action in the South Pacific. He has been awarded the Bronze Star, 5 Battle Stars and a Commendation Bar. Moss is a graduate of Indiana State College and Morrell Park, holding the degree of electrical engineer, which he received in 1929. He soon became interested in the coin machine industry, and to thoroughly familiarize himself with the industry took a job in one of the factories. Soon his abilities were recognized and he got backing for establishing a school and research department which he conducted for about twelve years, turning out many capable service men, and contributing to the development of the industry in general.

Moss is an ardent "joiner" and public speaker. He is a past president of the Kiwanis, member of the Executives and the Advertising Club. While here, he will also speak before the Kiwanis, the Rotary and the Optimist Clubs.

The Associated Music Operators, Inc., threw a grand Valentine party at the Del Mar restaurant. About a hundred participated, all in the best of spirit, and an atmosphere of good fellowship and congeniality permeated the place. A great deal of the enjoyment was due to Mrs. E. M. Dutton's exquisite rendering of several much liked tunes. She started off with *Chiribiribin*. Soon the ice was broken and there was spirited and harmonious community singing, well done to give any one a lift. Joe Sawaya and Al Camacia proved themselves accomplished vocalists. There were interesting speakers galore. W. J. Varley, secretary manager and chairman, kept proceedings running smoothly by making

WANTED: WILL PAY

Longacre	\$325.00	Jumbo Parade,		Mills Free Play
Thorobred	325.00	Late Head P.O.	90.00	Slots 160.00
Pimlico	225.00	Jumbo Parade,		Mutoscope Diggers:
41 Derby.....	200.00	Late Head f.p.	80.00	Fan Front..... 60.00
Club Trophy.....	175.00			Red Top.....100.00

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PORTLAND 5, OREGON

the various introductions, and delivering some addresses of his own. Lynn H. Jones, president, made some affable remarks. John Eranosian, who pioneered the Apprentice Training Service, W.M.C., was the recipient of a number of laudatory speeches for what he has accomplished with the industry, in conjunction with regrets that he is relinquishing his post. Eranosian is going into business for himself and everyone wishes him success in his new enterprise. Clelia Stanley and Irene Barton combined glamor with efficiency acting as hostesses at this memorable Valentine party.

Gisela Ney

Portland

We have all been reading a lot lately about the hitherto undeveloped possibilities and future applications of coin operated machines, such as coin operated laundries, soft drink vendors, hot dog machines, coffee machines, etc. In line with this trend of thought, this correspondent has a suggestion of a new application for any enterprising manufacturer. Why not a coin operated hair growing machine?

Nearby the thriving metropolitan city of Portland there is a smaller thriving town known as Scappoose; nearby Scappoose there is a farmer, and that is where the story begins. This farmer was cursed with a bald pate resembling the well known eight ball. Being a resourceful farmer, however, he concocted a mixture of potato juice, sulfa drugs and many secret ingredients which he patted on his bare noggin and thirty days later sported a luxurious growth of new hair. Since this time he has been besieged by other eightballers from all over the world for bottles of his magic "Kickapoo Joy Juice," and with certified checks as high as 30 G's for the formula, all to no avail, as he is not yet in production, and seemingly does not want to sell. About two weeks ago this gentleman presented a bottle apiece to twenty neighboring business men suffering from the same affliction and these guys posed shivering in the family orchard to the tune of news reel cameras getting final directions as to how to pitta-pat the pates with the stuff, as the start of a thirty day mass production experiment to prove the theory.

My suggestion to the manufacturer is to corner the stuff, build a machine to squirt an ounce of the remedy on a bald pate for a five dollar gold piece, install the machines in coin operated time-lock-controlled private alcoves in the business districts complete with coin operated electric vibrating machines, with a Photomatic machine to demonstrate the "before and after." (These suggestions are all for free.)

In an exclusive interview with Budge Wright of Western Distributors, Budge says that "the future of the industry looks grand. The only complaint I have to offer is that I like to go fishing but the rush of new business precludes the possibility of same." Budge's head service man, George Trambitas, has returned from a trip to Aireon's Kansas City factory and is most enthusiastically praising the new Aireon music machine. His impressions convey the idea of a revolutionary simplified mechanism with a FM amplifying system in which the volume control is completely automatic. Budge confidently expects to have a showing of this new machine before this magazine goes to press, and the trade is eagerly awaiting a close up view of this new box.

The new Seeburg Phonographs and music systems were given auspicious introductions to west coast operators from January 21st to 26th through exhibitions in San Francisco, Seattle, Portland and Spokane. The exhibitions were arranged by the Jack R. Moore Company, Seeburg distributors for the Pacific Coast, with home office in Portland. The series of showings opened in San Francisco Jan. 21st and approximately 600 operators are reported to have gathered to view the new machines and to enjoy a buffet lunch, which was a standout feature of all the exhibitions. Present to give detailed technical information were two Seeburg factory engineers from Chicago, Clyde G. Port, senior sales engineer, and Joe E. Kamys, expert on amplifiers and electronics.

Jack served as personal host at all of the exhibitions and was assisted by Dan V. Huguenin, director of sales for the company, and Dan Donohue, western regional manager for Seeburg. From San Francisco, the party moved to Seattle, where an estimated 300 operators were present to see the new post war Seeburg

(See PORTLAND, Page 32)

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SUSPENSE

IS SWEEPING
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A SENSATIONAL

NEW GAME

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OUTSTANDING GAME.

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Mr. Operator:

You are now receiving
your new post-war Slot
Machines from the fac-
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need adjustment, or you
want alterations made—
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RECORDS

BLUEBIRD

- 3★ 34-0743 Big Maceo
CHICAGO BREAKDOWN (Blues)
WINTER TIME BLUES (Blues)

Low-down keyboard capers with suitable orchestral accompaniment on solid numbers. Big Maceo gives out with the real old time boogie woogie piano playing in the Windy City manner. Vocal on the second side only. Designed for race spots.

- 3★ 34-0741 Jazz Gillum
WHISKEY HEAD BUDDIES (Blues)
AFRAID TO TRUST THEM (Blues)

Some rugged rough-and-ready rhythm and blues singing in typical barrel-house style. Piano and lively harmonica back up the musical appeal this disc will have in colored spots.

CAPITOL

- 4★ 231 Bobby Sherwood
SNAP YOUR FINGERS (FT VC)
COTTON TAIL (FT)

A socko novelty tune coupled with an outstanding instrumental by Duke Ellington. Sherwood accents both sides with his torrid trumpet, and handles the vocals so-so on the "A". The Sherwood Ork is doing a lot of travelling these days and winning new fans for this disc. It's a goodie for auto. phonos.

- 4★ 232 Skip Farrell
YOU CAN CRY ON SOMEBODY
ELSE'S SHOULDER (V FT)

I WISH I COULD TELL YOU (V FT)
Farrell, backed by Frank DeVol and his Ork providing a rich and lively accompaniment, records a pair that give his romantic baritone a neat showcasing. Farrell is on NBC, doing a lot of theater dates, and is worth reckoning

with on wax. Numbers will get repeat play. Okeh.

- 4★ 233 Wesley Tuttle
DETOUR (HB V)
I WISH I HAD NEVER MET SUNSHINE (HB V)

Tuttle and his Texas Stars do a bang-up job with the top hillbilly tune of the day. This Paul Westmoreland number has piled up terrific grosses across the country. Flop-over is a fast-moving western that highlights the excellent cowboy piano and guitar specialties. Recommended for HB spots.

- 3★ 234 Andy Russell
WITHOUT YOU (V FT)
IF I HAD A WISHING RING (V FT)

Andy's pleasing and soothing style blends excellently with Paul Weston's colorful background on this pair. First has plenty of Latin atmosphere with Russell doing the last chorus in Spanish. Second side is a plug song for "Breakfast in Hollywood" in which Russell appears. Nothing exciting but suitable fare.

- 4★ 235 Stan Kenton
I BEEN DOWN IN TEXAS (FT V)
SHOO FLY PIE (FT V)

Here is a novelty tune featuring four different vocalists on the "A" side. Lively, interesting and plenty of punch to win replays over and over again. Platter mate seems tailor-made for the automatics. Senseless, but exciting enough in its cleverly arranged style, to cop attention. Should click okeh. Title is cashbox.

- 4★ 236 Peggy Lee
I CAN SEE IT YOUR WAY (V FT)
I DON'T KNOW ENOUGH ABOUT YOU (V FT)

It's not our premise here to predict comers but this thrush has it on the ball and is catching on all over the country. Peggy's hubby, Dave Barbour, rated the second leading guitarist in the nation, does the back-up. Slow, easy-going, rhythm-ballads right up the Lee alley and A-I fare for the turntable network.

- 3★ 237 Cootie Williams
JUICE HEAD BABY (Blues FT)
SALT LAKE CITY BOUNCE (Blues FT)

Cootie's terrific trumpet and the colorful reed section are highlighted on the first side while the heated horn along with scintillating sax and exciting drum solos are in evidence on the South side. Designed for race spots exclusively.

COLUMBIA

- 3★ 36900 Kay Kyser
SLOWLY (FT VC)
I DON'T WANNA DO IT ALONE (FT VC)

The second side will account for the best "take" on this particular disc. The free and easy flowing music of Kyser seems more merchandisable on the "B" take. The bright provocative lyrics spotlight the number. Just average program material.

- 4★ 36901 Texas Ruby
DON'T YOU LIE TO ME (HB V)
DON'T LET THAT MAN GET YOU DOWN (HB V)

Texas Ruby blends her voice with Curley Fox and his Fox Hunters in a topnotch hillbilly pair that are far above the average. Ruby's song styling packs plenty of charm and appeal. Very good.

- 4★ 36902 Xavier Cugat
WALTER WINCHELL RHUMBA
OYE NEGRA

Marimbas, maracas and conga drums blended with colorful passages by the woodwinds and brass are utilized by Senor Cugat in waxing this pair of tunes. The first side incorporates half a dozen prime favorites with a bit of individualizing by Cugat. Tantalizing rhythm. For phonos? Yes!

- 3★ 36903 The Charioteers
NO SOUP (V FT)
ONE MORE DREAM (V FT)

A pair of tunes destined for a modest amount of play. First is a novelty and the second is a sprightly tune. Okeh for a filler.

- 4★ 36904 Gene Autry
SILVER SPURS (HB V)
GOOD OLD FASHIONED HOEDOWN (HB V)

For his first recording since his Army discharge Autry picked two tunes that will ring up terrific grosses for operators who can cash in on HB and Old Time recordings. Don't shy away from this one. It packs plenty of merit.

- 3★ 36905 Frank Sinatra
DAY BY DAY (V FT)
OH! WHAT IT SEEMED TO BE (V FT)

Main appeal here for Music Operators is in the Sinatra name. Once spotted in a program stack the record should take care of itself, although it's nothing exciting. Count on the name of the artist on this one.

- 4★ 36906 Frankie Carle
I'M GLAD I WAITED FOR YOU (FT VC)
NO, BABY, NOBODY BUT YOU (FT VC)

First side is getting current attention and Carle does a nice job with the band getting in a rhythm groove and lacing out with some nice piano, sax and brass musicianship. Vocals are

(See RECORDS, Page 79)

COIN
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FOR
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SPEAKING FOR A HALF
BILLION RECORDS THAT HAVE
BEEN IN CONTACT WITH PERMO
POINTS SINCE 1929... I CAN SAY
THAT PERMO POINTS BRING
OUT THE BEST
IN US!

at all DECCA, RCA VICTOR, COLUMBIA record distributors

ROUND

PERMO, INCORPORATED
6415 Ravenswood Ave.,
Chicago 26, Illinois

ELLIPTICAL



SUNSET AT VINE
HOLLYWOOD, CALIF.

YES . . . IT'S EXCLUSIVE RECORDS INTRODUCING
FOUR MORE OF THE NATION'S BEST BY JOE LIGGINS
AND HIS HONEYDRIPPERS, AMERICA'S TOP JUKE
BOX BAND.

212

I KNOW MY LOVE IS TRUE . .

For jump tunes, this one will probably rate a
very close second to "The Honeydrinker."
It's sure to keep any Juke Box busy.

213

LOVERS LAMENT .

• You'll like this one. A little
out of the mood of Liggins,
but still tops.

210

GOT A RIGHT TO CRY

• Joe Liggins and his Honey-
drillers with Joe Liggins do-
ing the vocal.

211

GOT YOUR LOVE IN MY HEART

• Herb Jeffries, the boy who
gave you such songs as
"Flamingo," "My Little
Brown Book" and several
other top tunes, vocalizing.

COIN
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Here Are

A DOZEN REASONS

WHY AIREON LEADS THE FIELD

1. Ease of Accessibility to All Mechanisms, and allied components. May be extracted in a matter of minutes through front door.
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3. Parabolic Sound Distribution or "tone flooding" leaves no dead spots in locations.
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5. Rim Drive Turntables of the type used by major radio stations. No motor hum or gear noises can be transmitted from turntable to pick up.
6. Built to Control and Match Frequency Range of contemporary records. Does not carry into ranges in which no music has been placed on records.
7. New and Different Record Handling: No sagging trays, no grabbing of the record.
8. Aireon's Exclusive "Distortion Discriminator" provides for AUTOMATIC volume control under any and all conditions.
9. Faster Change Cycle of Records provides for more plays per hour, thus greater earning potentialities.
10. Positive Recording of All Money dropped in either remote control boxes or phonograph, plus individual record of all overplays and record popularity.
11. Positive Action Frequency Control over co-axial cable insures long life trouble free operation of wall and bar boxes.
12. Pick Up Head is made of new lightest weight magnesium, insuring less record wear and true tone fidelity.

These and Many Other Exclusive True Fidelity Features Are Yours
ONLY IN AIREON'S AUTOMATIC PHONOGRAPHS

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FRESNO 2,
CALIFORNIA

RECORDS

(Continued from Page 76)

in good hands and the disc is worthy of attention. Play the first side for first money.

- 3★ 36907 Bill Monroe
ROCKY ROAD BLUES (Blues)
KENTUCKY WALTZ (OT V)

A contrasting pair of numbers. The Blue Grass Boys are backing up and the individualized interpretations of American folk songs are good, but won't mean money to music operators. Second side is the better of the duo and in old time and hillbilly spots, wear this side out first.

- 4★ 36908 Benny Goodman
I WISH I COULD TELL YOU (FT VC)
GIVE ME THE SIMPLE LIFE (FT VC)

A lush melody with the rhythm slow and tantalizing coupled with a rendition of a current favorite wherein Goodman features a riff idea on the melody. Good dance disc. Liza Morrow sings vocals on both.

- 3★ 36909 Woody Herman
LET IT SNOW! LET IT SNOW! LET IT
SNOW! (FT VC)

EVERYBODY KNEW BUT ME (FT VC)
The Herman fans will patronize this disc plenty for Woody vocalizes on both numbers and the band flounders around in typical Herman style. Record is all Herman's.

- 3★ 36915 Kate Smith
HERE COMES HEAVEN AGAIN (V)
SOMEBODY'S WALKIN' IN MY
DREAMS (V)

A pair of slow and dreamy tunes that won't cause much excitement anywhere. Second is better of the two. Suitable for a program filler only.

MAJESTIC

- 4★ 1025 Korn Kobblers
I DON'T CARE IF I NEVER GO TO
BED (V N)
OUR RED HEN (V N)

The Korn Kobblers out-corn themselves on this record. Both are snappy novelties that provide excellent fare for the automatics for they'll garner plenty of repeat play. Time won't hurt this one. It'll be just as good ten years from now. You can count on this one.

- 4★ 1027 The Three Suns
TWILIGHT TIME (FT)
IT'S DAWN AGAIN (FT)

Knockout musical interpretation of two popular numbers featuring the unusual musical combination which is The Three Suns. Organ is broadly featured. Numbers are excellent for dance spots. Very good.

- 3★ 1028 Thelma Carpenter
BILL (V)
CAN'T HELP LOVIN' DAT MAN (V)

Tunes from "Show Boat" are not exactly suited to the pipes of La Carpenter although she puts her best foot forward on the second side. Suggest you use it only in race spots where the Carpenter name might excite spenders.

- 3★ 1029 Louis Prima
BROOKLYN BOOGIE (FT)
YOU WON'T BE SATISFIED (FT VC)

First is an original by Prima and the number is plenty torrid. Certain to score big. Prima handles the vocals on the deuce tune. An average Prima pairing.

PEERLESS

- 4★ 2105 Pedro Infante
NOCHE PLATEADA (Cancion V)
MI CHANGUITA (Cancion V)

A pairing of two beautiful numbers that showcase adequately the vocal qualities of the artist. Tempo is excitingly interesting and the disc should please in spots where Latin-American music is in the top drawer.

- 3★ 2223 San Joracho-Orquesta de Juan
S. Garrido
LA BAMBA

FANTASIA IMPROMPTU (Swing)
Listenable numbers, well orchestrated. First side is a bit monotonous through being repetitious. Chopin gets a brushing over in swing tempo on the "B" side. Fair.

- 4★ 2215 Manuelita Arriola
LA PANCHITA (Cancion V)
LA VALENTINA (Cancion V)

Senorita Arriola is on deck for vocalizing throughout both of these numbers and is capably backed up by exciting accompaniment. Well recorded in typical "below-the-border" style, this record smacks plenty of Latin-American interest. Recommended.

- 4★ 2196 Mario Alberto Rodriguez
10 MINUTOS MAS (Cancion V)
QUE COSA ES AMOR (Beguine V)

(Continued on Page 80)

NOW! ATOMIC RECORDS

LYLE GRIFFIN ORCHESTRA

- A-201 Remember I Knew You When
What's Da Mottie

- A-202 Wolf Song
Strictly for Kicks

BARNEY KESSEL AND HIS ALLSTARS

- A-209 Atom Buster
What Is This Thing Called Love

- A-210 Slick Chick
Man I Love

SLIM (FLAT FOOT FLOOGIE) GAILLARD

- A-215 Atomic Cocktail
Yep-Roc-Heresay

- A-216 Penicillin Boogie
Jumpin' at the Record Shop

RAY LINN'S HOLLYWOOD SWING STARS

- A-221 The Mad Monk
Blop Blah

MEMO RECORDS

BONNIE BAKER SINGS—

- 7002 It May Be Wrong
I Would If I Could

- 7003 Just That Way
Lonesome Baby

- 1001 Play Jackpot (Dusty Brooks)

- Thank You for the Lies
1003 Seclusion (Dusty Brooks)

- Please Don't Rush Me
3001 You Ran Around (Terry Fell and the Fellers)

- I've Done All I Know To Do
3002 Paper Heart (Terry Fell and the Fellers)

- You Don't Want Me Any More
5001 San Fernando Valley Blues (Curt Barrett and his Trailsmen)

- Smoky Moon
5002 Serenading My Lucky Star (Curt Barrett and his Trailsmen)

- Trails To Santa Fe
7001 The Stars Look Down

- Your Eyes Have It

SUNSHINE RECORDS

Featuring MAE JOHNSON

- 105 Choo-Choo Boogie (Deep South Blues)

- 106 You Gotta Make a Change
You Can Get a Lot for What You Got

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LOS ANGELES 6, CALIF.

COIN
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REVIEW

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FOR
MARCH
1946

RECORDS

(Continued from Page 79)

An excellent record for dancing or listening. Music is infectious and will excite plenty of repeat plays. The lad has a terrific voice. Very good.

SPOTLIGHT

- 3★ 2001 Dan Broughton
STEP DOWN (FT VC)
MIDNIGHT, MAGICAL MIDNIGHT
(Beguine V)

Composer Dan Broughton sings his own songs accompanied by Don Swan and his music. The good composer should stick to his composing for his voice is a little rough now that competition is keener. However the tunes have merit. First side is a sock jump number and should catch on. Second is only average. Count on first side for returns only.

- 3★ 2005 Muzzy Marcellino
THE COBBLER'S SONG (FT VC)
TIE A STRING AROUND YOUR
HEART (FT VC)

First side has the damndest lyrics you've ever listened to. Love hits a new low. But the music is okeh and the band bangs out a very danceable rhythm number. Marcellino does the nutty vocals with the Spotlight Quartet aiding. Flopover is a rhythm ballad, and okeh for automatic use.

- 4★ 2007 Jack Kenney
CALGARY BLUES (HB V)
TEXAS GAL (HB V)

Kenney and his Lone Star Playboys account for two splendid western numbers on this platter. Both are originals by Kenney and he does them exceptionally well. Instrumentation is good and Kenney sings okeh. First side is particularly good and record will get plays.

- 3★ 2008 Arizona Slim
WHERE THE ANDROSCOGGIN
FLOWS (HB V)
A WESTERN LULLABY (HB V)

A Western lament featuring another newcomer to Western Music. This lad is fresh in from Texas and Arizona and is out to carve a name for himself. He makes a small wedge in the timber with this disc. Standard western fare in typical hillbilly style. For western music spots only.

VICTOR

- 4★ 20-1796 Johnny Desmond
DON'T YOU REMEMBER ME? (FT VC)
IN THE EYES OF MY IRISH COLLEEN
(FT VC)

A new name on Victor is this ex G. I. Sergeant who vocalized with the late Glenn Miller's Army Air Force Band overseas. Desmond has a smooth singing style and the Bobby-soxers will take him in quickly. Numbers are beautifully done with Russ Case orchestra. Recommended.

- 3★ 20-1794 Erskine Hawkins
I GUESS I'LL HAVE TO GET ALONG
WITHOUT YOU (FT VC)
HOLIDAY FOR SWING (FT)

Music definitely designed for race spots. A relaxed, contagious rhythm points out the first side while a fast and fervent tempo building into a rhythmic frenzy results on the flipover. Band hits a solid jump groove.

- 4★ 20-1795 Sammy Kaye
I DIDN'T MEAN A WORD I SAID
(FT VC)
ATLANTA, GA. (FT VC)

A pair of dandies. In the intimate, heartfelt style of poetical reading Kaye introduces the novelty of a bandleader reciting lyrical poetry on the first side. Very effective. Plenty of musical contrast on the second side which presents a

Jack Gutshall apparently was the "straight man" for the photo at right snapped recently at the West Coast sales meeting held in Los Angeles by Aireon. Shown left to right are "Rudy" Greenbaum, Vice-President of Aireon, Bill Simmons, Regional Sales Manager for the company, and Jack Gutshall, owner of Gutshall Distributing Co.



bouncy tune with a refreshing, sentimental slant. Mighty fine.

- 4★ 20-1789 Elton Britt
WAVE TO ME, MY LADY (HB V)
BLUEBERRY LANE (HB V)

A new hit railroad tune is a perfect showcase for Elton's easy-going rustic vocal styling with which is blended some superb yodeling. Catchy rhythm. Reverse side is a romantic number at a slow and soothing tempo. Male trio blends in deftly on the second chorus. Very good.

- 3★ 20-1799 Duke Ellington
THE WONDER OF YOU (FT VC)
I'M JUST A LUCKY SO-AND-SO
(FT VC)

Two originals; first in a sultry low-down Ellington mood and the second an easy-tempoed tune sparked with a mean piano introduction. Top drawer stuff for the Ellington fans and pegged for race spots in automatic use.

- 3★ 20-1800 Artie Shaw
HOP, SKIP AND JUMP (FT)
MYSTERIOSO (FT)

Shaw and his Gramercy Five are featured in a torrid jump number coupled with a weird tune spiked with haunting musical improvisation. Not a strong disc but suitable for a stack-filler.

- 3★ 25-4004 Greta Keller
LILI MARLENE (V)
DAS ALTE LIED (V)

In the International Series this is purported to be the authentic version of the international song success presented for the first time on records in this country just as it was recorded abroad. Sung in German. Accompaniment is in marching tempo. Second tune is a ballad. Fair, and far from being exciting material for the automatic network.

- 3★ 25-0056 Henri Rene
THE BLONDE SAILOR (Waltz VC)
SILK UMBRELLA POLKA (Polka VC)

Rene and his Musette Orchestra bat out a pair that will fit in well in certain spots. First side is a bouncy waltz hit from overseas, while the Polka cops honors with vocal refrains in English. An infectious tune with a toe-tapping tempo and plenty of continental atmosphere.

- 3★ 20-1781 Dinah Shore
PERSONALITY (V FT)
WELCOME TO MY DREAM (V FT)

First tune isn't the type of thing for La Shore and she does a bum job on it. She's more at home on the second ditty. A sentimental affair at a slow and dreamy pace. Fair.

- 4★ 20-1779 Vaughn Monroe
YOU MAY NOT LOVE ME (FT VC)
JUST MY LUCK (FT VC)

Two of the hit tunes from the New York production of "Nelly Bly". First is a dulcet ditty perfectly fitted to Vaughn's ingratiating baritone and the second features a danceable orchestration and Monroe again on the vocals. An attractive package for phono use.

- 4★ 20-1791 Charlie Spivak
THE BELLS OF ST. MARY'S (FT VC)
YOU CAN CRY ON SOMEBODY
ELSE'S SHOULDER (FT VC)

This classic tune is again getting a commercial play due to its prominence in a current flicker. Spivak has a nice arrangement and a vivid vocal rendition, which combines its sentimental appeal with plenty of orchestral color. Disc-mate is taken at a tantalizing swing and in a spirited pattern. Plenty of Spivak trumpet on both. Very good.

- 3★ 20-1782 Roy Rogers
YOU CAN'T BREAK MY HEART (HB
FT V)
YOU SHOULD KNOW (HB FT V)

A couple of rural ballads sung by the King of the Cowboys with a full dance band presided over by Perry Botkin. Rogers does the lyrics in lively, buoyant fashion. Okeh for the hillbilly fans and suitable for dancing and listening, too.

- 3★ 20-1783 Morris Brothers
SALTY DOG BLUES (HB V)
SOMEBODY LOVES YOU DARLIN'
(HB V)

Back on Victor after a long recess are Wiley and Zeke Morris with their intimate style of delivery possessive of a rustic twang which lends a bit of authentic hill-country color to their numbers. These tunes are duck soup for the pa and right good listening for the folks. Count on old time music spots for the most from this pairing.

Philco Changes Name

NEW YORK—The New York office of Philco Radio & Television Corp. has announced a change in name. Henceforth the firm will operate under the name of Philco Products, Inc. Expanded operations, which now include household refrigerators and radar equipment, were given as the reason for the change. Further expansion in more fields is expected.

Showalter Gets Aireon

LAS VEGAS, Nev.—Frank A. Showalter has been appointed distributor for Aireon electronic phonographs for Southern Nevada and has opened showrooms and offices here. The first carload of instruments has already been ordered and Showalter expects to be making deliveries soon.



When Herb Wedewen sat down to play the piano at Aireon's dinner, some may have laughed, but after he had struck a few chords the crowd was quick to gather around. He is shown above at the keyboard in the middle of a "hot lick." Arthur E. Welch, Aireon's executive vice-president, shown at Wedewen's right, teamed in for a duet.

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**RCA VICTOR'S
NEWEST
NICKEL NABBERS
!**



JOHNNY DESMOND

with Russ Case and his Orchestra
IN THE MOON MIST
DO YOU LOVE ME
(from the 20th Century-Fox picture
"Do You Love Me") RCA VICTOR 20-1810

DUKE ELLINGTON

and his Famous Orchestra

THE WONDER OF YOU

Vocal by Joya Sherrill

I'M JUST A LUCKY SO-AND-SO

Vocal by Al Hibbler

RCA VICTOR 20-1799



ARTIE SHAW

and his Gramercy Five

HOP, SKIP AND JUMP

MYSTERIOSO

RCA VICTOR 20-1800



CHARLIE SPIVAK

and his Orchestra

OH! WHAT IT SEEMED TO BE

TAKE CARE

(When You Say

"Te Quiero")

Vocal by Jimmy Saunders

RCA VICTOR 20-1806



COIN
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TOMMY DORSEY

and his Orchestra

WE'LL GATHER LILACS

(from "Perchance to Dream")

IF I HAD A WISHING RING

(from the Golden Pictures' Production "Breakfast
in Hollywood")

Vocals by Stuart Foster

RCA VICTOR 20-1809

HENRY "RED" ALLEN and Orchestra

Featuring J. C. Higginbotham

BUZZ ME

GET THE MOP

(The Ignorant Stick)

Vocal by Henry "Red" Allen and Group

RCA VICTOR 20-1808

OLD FAMILIAR

EDDY ARNOLD

and His Tennessee Plowboys

Singing with Instrumental Accompaniment

I TALK TO MYSELF ABOUT YOU

(I'll Have To) **LIVE AND LEARN**

RCA VICTOR 20-1801

BILL BOYD and his Cowboy Ramblers

THESE TEARS ARE NOT FOR YOU

Vocal by Bill Boyd

ROADSIDE RAG

RCA VICTOR 20-1793

CLAUDE CASEY

Singing with String Band Accompaniment

TWO LITTLE GIRLS WITH GOLDEN CURLS

FAMILY REUNION

IN HEAVEN

RCA VICTOR 20-1802

BILLY WILLIAMS

Singing with Orchestra

I'M HEADIN' EAST

LONELY CORRAL, OLD PARD'NER

RCA VICTOR 20-1792

RACE

ROOSEVELT SYKES

and his Piano

with Saxophone, Guitar and Drums

ANYTIME IS THE RIGHT TIME

LITTLE SAM

BLUEBIRD 34-0745

SONNY BOY WILLIAMSON

Blues singer with Harmonica, String

Bass, Piano and Guitar

SONNY BOY'S JUMP

ELEVATOR WOMAN

BLUEBIRD 34-0744

INTERNATIONAL

GRETA KELLER

with Victor Continental Orchestra

LILI MARLENE

(Marching Song)

DAS ALTE LIED — Walzer Lied

(The Old Song Waltz) RCA VICTOR 25-4004

STEFANO LOMBARDI

with Victor Continental Orchestra

MAMMA — Fox Trot

MARIA — Tango

RCA VICTOR 25-7001

HENRI RENÉ

and his Orchestra . . . with Chorus

MEADOWLANDS

SCARLET SARAFAN

RCA VICTOR 25-0057

**FOR THE DISCS THAT MAKE
THE DOUGH COUNT ON...**

RCA VICTOR



PORTLAND

(Continued from Page 75)

products. Bert Beutler, Seattle manager for Jack, was kept busy far into the night demonstrating the new music systems.

At Portland, the Moore main office, the story was pretty much the same with an estimated 500 operators attending, munching turkey sandwiches to the accompaniment of flash bulb photos, etc. Unanimous among opinions expressed by operators present at these showings was praise, among other things, for a new remotely controlled volume adjustment system whereby the individual location can be "tailored" for sound, loud or soft, treble or bass, reaching from the main unit itself or from speakers mounted in various parts of the location. Four different dressed-up units plus a "hideaway" unit plus wall boxes and other accessories were on display at all showings, the mechanisms simplified with fewer parts, and a lot of new features too numerous to describe. It is probably not in a so-called news reporter's province to give personal opinions, but to this guy the whole set-up looked good and he wishes that he had fifty or a hundred or more of them right now.

Members of the trade were shocked to hear of the recent sudden and unexpected death in Astoria, Oregon, of Lowell Teasley, operator of that city, and are offering condolences to his widow, "Gene" Teasley, the daughter of B. A. Mecklenburg, also a prominent operator.

By the time this goes to press Vern Clifford expects to be out of the army for good and back at the old business in The Dalles, Oregon. Vern Raw has returned to Seaside, Oregon, after a trip to Chicago. Tech. Sergeant Norman Nemer was a visitor in Portland for a short time and called on the jobbers while on leave after flying (?) in from the Hawaiian Islands.

Keith Payne representing Clark Distributing Co., Wurlitzer Distributors, is expecting a visit from Don Clark from the main Clark office in San Francisco. Keith has been buying office furniture and other necessary appurtenances for their new building at N. W. 16th and Lovejoy, getting ready for the grand rush as soon as the first carloads appear, in the close future.

Two ex-professional baseball players, "Chink" Covert formerly of the New York Yanks and "Johnnie" Faust formerly of the St. Louis Cardinals have gotten together as partners on a new operation covering all types of legal equipment.

E. Roland Allen, General Manager of Schoen Enterprises, Rock-Ola Distributors refers to an old proverb (origin unknown) which reads: "Tomorrow Is Never Here", apparently referring to "The Phonograph of Tomorrow", which is still in the "Future" for personal inspection by the local yokels. Cheer up, Roland, it's probably just around the corner! Roland reports a pleasant trip to San Francisco and Los Angeles except



Aireon Fetes Fieldmen

KANSAS CITY—Aireon Manufacturing Corp. gave a banquet in honor of its fourteen employees in the field service department of the Radio and Phonograph Division on January 18. It was held at the completion of a course in maintenance and servicing on the new Electronic Phonograph.

Short talks were given by R. C. Walker, president of Aireon; R. R. "Rudy" Greenbaum, vice president in charge of the Radio and Phonograph Division; and W. T. Brase,

for a few difficulties with the hotel problem. His first night at the Whitcomb cost \$18.00, but the next day he found a better room.

Majestic Records are represented in Portland and Seattle now by the F. B. Connelly Co. It is understood that former New York Mayor Jimmy Walker is the guiding genius of the factory and that "Wally" Shields is in charge of the Portland record department.

By this time next month the writer hopes to be able to report an emergence from the doldrums, so to speak, for everyone concerned, which must necessarily be accompanied by the appearance and delivery of more new equipment than has gone through the jobbers' doors to date, through no fault of theirs or the manufacturers, but rather due to a combination of circumstances which we hope will soon be eliminated.

Fritz Hall

Seattle

Not all heroes are war heroes. It was three a.m. on a chill morn when the tanker from San Pedro slid into the dock at Seattle. George Preece, formerly a second engineer in the merchant marine, and his wife moved toward the rope ladder thirty feet from terra firma. Suddenly Mrs. Preece lost her footing, and with a shrill cry, pitched headlong. As she plunged forward, her head struck a barnacled piling—and then the vast reaches of water swallowed her. Swiftly George tore off his top clothing and dove, came up with the limp body. Artificial respiration revived her. A frantic trip to the hospital culminated in fourteen stitches and treatment for exposure. George, new parts employee at Puget Sound Novelty, is now rested in mind but Mrs. Preece's body still carries the aches and pains of the ordeal.

"I just want to see a moose," Tacoma's "Fat" Billet explained to his friends as he embarked for the wilds of northern British Columbia. On "Fat's" face was the sly look of the hunter and on the trigger of his rifle was a finger that itched for the "kill." It was a disconsolate automatic op who returned to the U.S.A. sans moose and with a trigger finger that still itched. "Well, anyhow I saw a moose and that's all I went up for," he rationalized.

Clear the floor for immediate action! That's the order issued by F. B. Connelly Co. with regard to their rapidly expanding

Director of Field Service Engineers.

The Field Service Engineers, guests of honor at the dinner, are seated at the center table. They are, left to right on the far side of the table: Harold Hunt, assistant to Brase; James H. Beckham, special liaison service representative to act between engineering production and service men; Gene Happle, William Shankman, Herb Klemme, John W. MacNeal, and John F. Guernsey. On the near side of the table, left to right, are: Charles F. Webber, William R. Cook, H. J. Smith, J. P. Cook, L. P. Branson, and Walter F. Howk.

record department. Walls and compartments will shortly hit the boards in a move to make the whole lower floor available for in-pouring stocks. Right now the department is a one-man affair, with an energetic navy dischargee, H. S. Enochson, pacing the program. Waxing hot on the Majestic label are discsters Louis Prima, Thelma Carpenter, Phil Regan, Jack Leonard and the Five DeMarco Sisters. "We haven't been able to keep any stock," Enochson says, "because the records are sold and shipped within two days after they are received. 35,000 of the Three Suns' 'Twilight Time' top our bulging log of back-orders."

Proud purchaser of a new motor boat, Johnny Inman is honing up for the Class C Service Runabout races. He tabbed his wave-washer "Bottoms Up" and hopes it doesn't follow the title too literally. Vet Op-racer Len Ivey is ready to drop his "Bombshell" into the Class F Hydroplane class.

Dust off the welcome mat, chums, 'cause here come those out-of-towners: L. H. Goulter, Raymond, thirsty for the stuff that fizzes; Harry Canouse, Woodland; Automatic Op-farmer Paul Lamoreaux, half of the eastern Washington team of Lamoreaux and Dawson; Wenatchee's Royal Pinkerton on a parts-buying jaunt; Russell Pentz, Omak, eyeing the new phonos; console-hungry J. J. Potts, Spokane; and a Wolf that howls for equipment: Bill of California Amusement Company.

There comes a time in every man's life when the red of a sunset is a pale pallor compared to the crimson of the countenance. Embarrassing moments are the bane to a serene and happy existence but inas-

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Galentine Novelty Co.

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CHICAGO COIN'S

"GOALEE"

Designed for profit, designed
for beauty, designed for extra
ease in servicing, designed to
last for years and years. One
or two nickel play.

SEE

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

much as they occur in the best regulated lives, leave us face it. Without further ado, we hereby welcome Al Muir, Columbia Record's Portland representative, to the "Is My Face Red" Club. Here is what happened: Larry Adler, the harmonica whiz, was scheduled for a personal appearance in the Rose City, and Al was congratulating himself on a neat and thorough display-promotional job when he discovered that months ago Adler had transferred his disc allegiance from Columbia to Decca.

An extensive personnel shakeup at Herberling's resulted in the following changes: After more than a half dozen years of faithful service, Mrs. Adelaide Horton handed the bookkeeping reins to Earl Parsley. Jesse Bickford, servicing the Renton area, moved to Bremerton; Cal Clifford, ex-shopster, transferred to Renton; while Vet Harry Bannister pulled stakes at Seattle and set them up at Bob Farrell's in Oak Harbor.

Bang-bang went the rifle and the meat strike became something out of this world. Charley Michael bull's-eyed one moose and two deer in the wilds of Canada, thus adding three more notches to the bulging belt of Bellevue's sharpest sharpshooter.

Outbursts of profanity have been reduced to unintelligible mutters in Puget Sound Novelty's parts department now that there's a lady in the section. Latest shift in the Schnabel shop finds Dorothy Hill ensconced among the males, with Alvina Hammell major-domoing the front office, and new-employee Daphne Little, who hails from Vancouver, B.C., bolstering the stenographic front.

Rudy Peterson squeezed his 275 pounds into a physician's office and asked the medico how he could peel off enough avoidupois so the clothiers could outfit him without requisitioning the tent manufacturers. The medico told Rudy he was waterlogged, and suggested he refrain from drinking so much liquid. Rudy followed the advice and not only regained his buoyancy but dropped to a shadowy 225 pounds. Thereupon he called at the haberdashery, his size 52 hulk was outfitted, and the tent makers lost a customer.

Now we come to the sad plight of Andy Huffine, local Decca chief. Every time the door opens or the phone rings, Andy shrinks in dismay because it usually means demands for records his Mother Hubbard shelves cannot supply. And not only demands—but arguments and long harangues. "It will take three years to fill the orders we are now holding," Andy laments. "Every day we receive ten to fifteen requests from retailers opening record departments. Do you know how many orders are on file for the Hoosier Hot Shots' 'Sioux City Sue?' 17,000!"

Pacific Northwest Patter—These are unusual days in the coinbiz. Demand is so much greater than supply that selling has become a lost art . . . Retiring at the ripe young age of 40, Ken Rader is disposing of his pin games and settling in Mexico City . . . It's harmony and expansion at Harmony Music, with W. C. Fields' mirror-reflection Bill Staed adding Ray Corbin to the staff . . . Former Puget Sounder Lyle Tenney has moved from the big town to service games for Wayne Odom in Cle Elum.

Look-seeing the sights in Chicago was Music Op Robert Van Santen, he of the small operations and the big name: Century Industries . . . Hanford, Washington, heart pulse of the mighty atom and a boom town extraordinary, is now yawning with inactivity—worse than depression days—according to Pasco Op William Bailey . . . A "tobacco heart" kayoed Bellingham's Ed Fraser from operating action, but now

that he is no longer a slave to Queen Nicotine, his health is on the upbeat . . . Dick Robinson and Royal Amusement are no longer employee and employer.

While the city council was going hot and heavy on the pin game license-limitation proposal, H. A. Christensen slipped in under the wire and picked off ten to become the Row's newest op . . . Proudly displaying plans for his new building is Curt Ferguson, guiding light of Willamette Amusement, Salem, Oregon . . . Amusement centers, recreation parlors and arcades are going all-out for Genco's Total-Roll . . . A state-wide representation of more than 500 operators flocked to the Seeburg premier at Jack R. Moore's one-day show.

Games come in; games go out. Turnover is terrific at Seattle Coin Machine Co. . . . On an impulse of the moment, Jerry Steffan upped and quit opping for Stan Fehrenbacher and hied to Fairbanks, Alaska. "I'm strictly on the wagon," Jerry wrote, "and if you think that's easy, you should see the bars up here: seven to a block" . . . Merchant mariner Dave Montgomery returned from Okinawa just in time to snag the shop manager's berth at Puget Sound Novelty . . . Dapper, cigar-smoking Chet King, who looked more like a banker than coinrower, is now a full-fledged farmer in Skagit County.

Ex-Wurlitzer district manager Fred Fields has been named Packard's regional manager, with Johnny Michael distributor for Washington, Northern Idaho and Western Montana . . . Solly Solomon and Vern Preston journeyed to Kansas City for the Aireon 5-day service school. Preston as a student, Solly as a student's student . . . George Austin hopped over from Pasco searching for "Four Bells" but everybody who didn't know him thought it was Humphrey Bogart "casing" a set-up because George is a perfect double for the screen star.

Add Chicagoers: the Pepples and the Harts. While Windy-Citying, Ron picked off the distributorship for Mills Novelty and will handle Washington, Idaho and Western Montana. "The factories are geared for heavy production," Ron reported, "but lack of raw materials and labor difficulties are tying up the program" . . . The office shortage is no more at Western Distributors with the addition of Mrs. Eleanor Byers.

Quoting Ed Miller: "It's no longer the Big Three in Seattle's Record Row; it's the Big Four—count Capitol in" . . . Bob Farrell is double-landscaping these days: for shrubbery and for locations. At his Oak Harbor farm, where he employs seven hands, Bob fathers cabbage seed for the soil and foster-fathers two youngsters, aged three years and eight months, for the family.

Sgt. Louis Karnofsky

\$115,000 Vendor Suit

COVINGTON, Ky.—Cincinnati Cigarette & Vending Machine Co., was made defendant here for a total of \$115,000 damages in two suits filed in Kenton County Circuit Court as results of an auto accident December 9th in which two Covington policemen were injured severely, and a citizen lost his life.

Rutter Aids G.I.'s

LOS ANGELES—Jimmie Rutter of Operators Service has been helping returning vets to make a toe-hold in this industry by coaching them in his well-equipped shop. Rutter gives them carte blanche on the use of his tools and diversified knowledge of existing equipment.

Denver

The big headache among Denver distributors at the present time is difficulty in getting machines and supplies, but all are hopeful that conditions will get better in the near future.

A. C. Roberts, Wolf Sales Co., has received his discharge from the armed services as of February 6, and is now getting back in the swing of things again and will resume an active interest in the business.

The company's three new locations at Salt Lake City, El Paso and Phoenix are now in the process of completion and it is expected that they will occupy all of them within the next 30 days.

Mildred Simons has been added to the staff as secretary and Harold Naeb, recently discharged from the Army has been added in the service department.

Wolf Reiwitz, A. A. Roberts and Frank Negri, sales manager, took a trip to Salt Lake last week. Conditions there, from an operative standpoint are pretty well holding their own, although in several localities they have had a decrease in the take on phonos, due to the fact that the smelters are out on strike. However, this is a temporary condition and they expect things to get back to normal as soon as the strike is settled.

M. G. Hammergren, Vice President and Director of Sales of the Rudolph Wurlitzer Co., spent several days in Denver recently, visiting with executives of Wolf Sales and discussing plans for the future.

Gibson Bradshaw of the Denver Distributing Co., had a rather strenuous experience on a recent trip covering the Western Slope from which he has just returned. Over there the thermometer stood at 25 degrees below zero and getting up near the Utah line the car froze up, the heater quit working and it took some time before getting thawed out and going again. However, the trip was a very successful one from a business standpoint.

Bradshaw is going to handle the entire

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FOR
MARCH
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The Packard PLA-MOR REMOTE CONTROL BOX

**Acknowledged by
Operators as the Finest
Box on the Market!**

**WE WILL HAVE
THEM SHORTLY**

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

Mills line, including music and on this trip he was enabled to take a survey of the territory and show a sample of the machine. He will also have a full line of parts and equipment.

Morgan Ireland who was with Denver Distributing before the war, is now back in the sales department.

J. E. Perkins, formerly with the company, but working at a war plant during the war effort, is now back again in the repair department.

Frances Conrey

KELNER IN CHICAGO

(Continued from Page 17)

of his firm, The Chief City Tobacco Co. of Pontiac, Ill. Everything is still running along as of old, except in smaller quantities, he writes . . . but there are high hopes for the future.

Atlas Novelty Co. is to have a new home. Plans have been ordered for a modern building designed especially for the distribution of music and amusement devices. There will be a showroom of unusual splendor, and offices commensurate with the quality of the firm. There will be complete shops for rebuilding all types of equipment including shops for woodworking and painting. Special soundproof rooms for testing music systems, and heating and lighting of the most modern design. The building will be a thing of beauty. The architect is an old classmate of mine from college, and a man of note in his field, I. E. ALEXANDER. The building will occupy a site directly across the street from the present location of the firm and will cover four regular city lots. The MESSRS. GINSBERG, owners of the firm, are busy finding new homes for the people now occupying the old frame dwellings to be razed before the new building can go up.

PHIL FUCHS, Secretary to the Chicago Tobacco Distributors Association will have charge of the collections for the Red Cross in the Tobacco Division. The Tobacco Division always goes over the top in any charity drive.

KEN ZEIGLE, partner to JACK KELNER in the new manufacturing corporation of Kelner-Zeigle, is an old timer as far as manufacture of vending machines is concerned. He will have complete charge of the production of the new vendors to be announced later. Those few who had the privilege of viewing the working model at the NATD wouldn't believe their eyes.

SAM WOLBERG of Chicago Coin left for a brief vacation to the southland. Sam deserves the rest. He is the hardest working guy in the world, but mostly for charity. He heads more drives than Byron Nelson's Golf Clubs. His donations run into more money than a lot of us earn . . . so as I said before, he deserves a nice rest.

LEE JONES, remember Lee? He has been in the vending and coin business for longer than I can look back . . . Lee is back in business in Chicago . . . the name of his company is 1st American Sales Co. He finances worthy men in the business, and many a successful operator today can thank Lee for his help to get started. Lots of luck to you Lee.

There will be a ceremony at the offices of Kelner Vendors next week. An unusual and inspiring ceremony . . . the presentation of World War II Victory Medals to every member of the firm; because every member of Kelner Vendors including the boss has earned that medal. COMMANDER STROCK will make the presentation. First will come ex-Sgt. WAC Patricia Wilson, who is general manager and secretary to Jack Kelner. Better just call her Pat. After that, the rest of the boys will line up including the boss who got his for 1461 hours of night duty with the U. S. Coast

Guard (TR) for no salary to Uncle Sam. The boss also wears a ribbon for World War I.

PAUL BRANKS, representing the Cigar Institute of America in this area, was the lucky winner of the door prize at last Tuesday's meeting of the Tobacco Table. He won a beautiful \$15 pipe donated by Eugene Rich of New York, who is now sole representative of the Famous Custome Built Pipes.

Talked to BILL RYAN of J. H. Keeney on the phone the other day. Bill's job is Manager, but it seems he has the whole weight of the entire organization on his shoulders. But he is doing a swell job. Keeney is going right ahead despite all handicaps, and production on the old standbys is good.

At the Rock-Ola Plant, L. H. Wilson, the personnel manager says that everything is in readiness for big production as soon as strikes lift, and the materials start rolling in.

I'm not so old that I can't appreciate feminine pulchritude when I see it . . . and when I enter the premises of Atlas Novelty Co., I see it in QUINTS. I think that the five girls working in the Atlas offices are the prettiest in any offices in any coin machine company in the U.S. I know I'm going to start something here, but I'm ready to put up a battle. I'm fortified with material to prove it. I'll have ready the pictorial proof of the photogenic pulchritude of the five Atlas Girls. There is Loretta, Gladys, Phyllis, Dolores, and Dorothy. They include all types from redhead to blonde. Only Gladys is married, so solves, I mean operators, come down and look them over, and disagree with me if you can. Or, send in the pictures of YOUR choice, and I'll let any qualified expert (like JIMMY JOHNSON) choose between them, and I'll wager these gals win. And they are smart too. Who picked them out for the jobs, I don't know . . . but only an expert like EDDIE GINSBURG could have equalled a choice as high grade as this. More about this anon.

Mills Gets Mills

OAKLAND—Mills Sales Co. has been appointed exclusive distributors for the Mills Novelty Co. in California, Nevada, Arizona and Oregon.

"We intend to open branch offices in all of the key cities and maintain our general offices in San Francisco," said Warren H. Taylor, who will continue as General Sales Manager.

Mills Sales will also represent International Microscope Corp. exclusively in the same states.

Economy In Baltimore

NEW YORK—Ike Berman, head of Economy Supply Co. announces the company's plan for opening a Baltimore branch to service operators in that area with a complete line of parts and supplies for all types of coin operated equipment. The new offices will be under the management of Jack Berman and Sid Merenstein.

Jackie, Ike's son, and Sid Merenstein were shipmates in the navy and both were recently discharged. Prior to their entrance into the service Jackie was connected with the Economy Supply firm and did some traveling for them while Sid Merenstein was Baltimore operator of music and pin game equipment. In addition to the line of coin machine parts and supplies the Baltimore branch will handle Apollo Records.

The new branch will be located at 2017 Maryland Avenue, Baltimore, Md. Remodeling is now in progress and the place will be ready for business soon.

LA County Operators Meet

LOS ANGELES—New assessed valuations on coin-operated equipment was discussed at a meeting of the Associated Operators of Los Angeles County at the Rodger Young Auditorium on Feb. 13. About 140 members were given latest details on the subject. A letter followed a few days later from the association bringing all members up-to-date on recent developments.

William Rothstein, president of the Amusement Association of Philadelphia, was guest speaker, addressing the group on various problems that had presented themselves to coin machine operators in Philadelphia.

Other topics discussed were the prices of various new games coming on the market and the new Coin Machine Industry's public relations program. The importance of this program was stressed and the active interest of all operators was urged in the interests of the coin machine industry.

"Curley" Robinson, managing director of the Associated Operators of Los Angeles County, revealed that of 48 local operators who went into the armed forces, not one lost a route. All were serviced under the supervision of the association and returned intact to the original operators as they received their discharges.

Daval Resuming

CHICAGO—A. S. Douglass and Dave Helfenbein are returning to the Coin Machine manufacturing field and have purchased a two story building at 1512 N. Fremont Street to house the Daval Products Corp. Building is especially adapted for coin machine manufacturing and surpasses in facilities the previous quarters occupied by Daval.

Firm expects to get under way shortly on production of their standard line of counter games such as Marvel and American Eagle, plus many new items planned for future months. Daval has all of the patterns and dies from pre-war production and a considerable stock of parts on hand to take care of initial production. Carpenters and masons are busy at the plant and as soon as they have completed their work Daval will get underway with their first post-war counter games.

Texas Permits Transfer

DALLAS—Earl E. Reynolds of American Distributing Co., Inc. did operators a good turn when he called the attention of the State Comptroller's office to the condition prevailing with coin-operated machines. Knowing that few new machines would be available by January 1st, Reynolds asked for an arrangement to permit operators to pay their state tax on an old machine with the understanding that the tax receipt might be transferred to another coin machine when such machine was available.

Subsequently a directive was issued by H. A. Smith of the Cigarette & Occupation Tax Division telling all tax supervisors to notify coin-operated machine owners that they may make such a transfer provided that they return the original receipt together with the name and new serial number of the machine to which transfer is desired. No charge will be made for the transfer, but it will be necessary for the owner to furnish information with reference to the disposition of the machine for which the original receipt was issued.

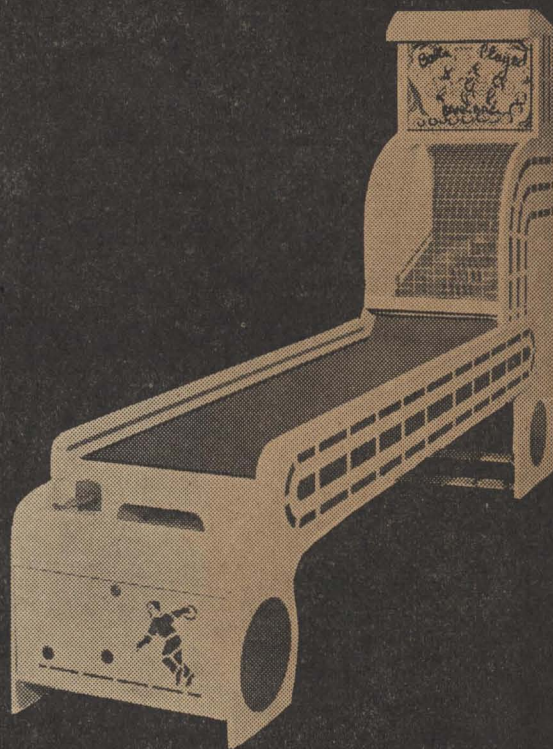
* * *

"You see, officer," stammered a young motorist, "I'm a college student and was just hurrying to class."

"Here's your ticket for speeding, young chap," said the cop. "Ignorance is no excuse."

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The CHICAGO SCENE

Reported by

Jack Kelner

Using a Drew Pearsonism, "My predictions of things to come", I am happy to report the success of one prediction. Last Fall, when the first meeting of Coin Machine Industries, Inc. took place, there was some mention of a Public Relations Program for the coin machine industry. At the time I reported that meeting in these columns, I predicted that such a program would some day be instituted, and I warmly endorsed such action. Last week, the C. M. I. took the first important step in this direction. It must have taken a lot of oratory and a great deal of compromising among the manufacturers, but they finally agreed on the method of launching it.

By inviting all Operators and Distributors to become associate members of C.M.I. at \$25 per head, they accomplish two things simultaneously . . . they knit all branches of the industry into one compact unit, and at the same time raise SOME of the money needed for this important work. The manufacturers still will bear the brunt of the cost, but they can, and will get a great deal of help from the rank and file, and a lot of big distributors.

However, there is one fly in the ointment as far as I can detect. In asking the operators and distributors to donate to this cause or to join the CMI with \$25, they are very vague in the benefits derived. A great deal more could be accomplished by specifically stating just what CMI will do with this dough, how it is going to do it, and what voice the operator or distributor whose money is being used, has in the manner of using this dough. I'm not finding fault with anything specific, I'm merely suggesting to Dave Gottlieb, et. al., that to insure the success of this venture and to get all the help possible from the operator and distributor, they should state the BENEFITS of associate memberships. They should outline the program, and stick to it. If it isn't ready, let us know. We all want to help get it ready. How much money do you think you need, and how do you think it ought to be spent, etc.

The National Automatic Merchandising Association has already under way a comprehensive program for public relations started last January 1st. The NAMA is a large and powerful group of manufacturers and distributors, and are a distinct and separate entity, and take great pains to

keep it distinct and separate. They disclaim any *relationship* or anything in *common* with the coin machine industry as represented by CMI, but the program about to be launched is bound to help both NAMA and vice versa. Such Public Relation Programs will undoubtedly impress the American Mass before long, and any stigmas attached to the coin business will eventually disintegrate and disappear.

A very important angle on the public relations program is the suggestion I made in these columns in an earlier issue about the formation of COIN TABLES. This is the appellation of *Weekly Luncheon Clubs* in every city in the nation, composed of coin men in all branches of the business, who can meet and break bread with the City Fathers, prominent business men, and educators, and acquaint them with the virtues of coin men and coin machines. That idea that started with just a suggestion a couple of months ago has made steady progress, and I am receiving a growing stack of mail each week asking for advice on the formation of COIN TABLES. I can supply a set of by-laws and other pertinent facts, and I want one and all to know that I will help in every way possible to get these clubs started from coast to coast. From personal experience, I know such clubs can exert a tremendous influence toward a better understanding of coin men. These Tables will prove invaluable to the Public Relation Campaign to be waged. Now gentlemen, get started. Chicago will have one very, very soon.

FRANK NEWMAN, of NAMA phoned me last week to ask if Kelner Vendors had written contracts with its locations. You're hootin' tootin' right, and what's more they are forthright, straightforward statements of agreement, neatly printed without ambiguous phrases and designed to protect both the interests of the location and the operator.

And I'll tell you something else, I said to Frank. Our stationery now carries the emblems of the Chicago Chamber of Commerce, the Chicago Tobacco Table and the NAMA. Acceptance of membership by the Chicago Chamber of Commerce is tantamount to saying that the Better Business Bureau thinks we are all right. THAT is the way all operators of vending machines should do business. The good operator today doesn't keep his books in his back pocket, and doesn't forget to pay his just taxes, and keep proper records of commissions for his customers. He does his business as other types of business do . . . abides by a CODE of ETHICS as stringent as any rules of conduct laid down by the OLD GUILD MASTERS. And when he does these things, no politicians will be able to pick on him.

Camels are still very short in these parts . . . and the cigvender operators are having troubles. Used machines are scarce as hen's teeth. The strikes will push back delivery dates on new equipment of all kinds about four months. Don't sell your used machines . . . hang on and repair. Prices still remain high.

Don O'Connor of Mr. BIG fame of the

movies, was our special luncheon guest at the Tobacco Table last week. He was BIG.

You may or you may not have heard about Leaf's Gum. During the war, when gum was so awfully hard to get, Leaf was able to supply a goodly quantity to civilians because the government hadn't heard much about him before the fracas. To make the story short, Sol Leaf made a pile of dough. He made so much money that he is able to lay down a half million in cash to buy the plant used by Minneapolis-Honeywell during the war for government goods. It's a tremendously big place out on the west side in this city. I understand he got a good deal from DPC (Defense Plant Corporation, or Uncle Sam) and is able to combine all his small manufacturing places under one roof. Give Leaf credit . . . he is alive and progressive, and has committed his company to several expensive radio programs and a lot of periodical and billboard advertising. His gum wasn't what you would call top stuff before the war, but since he has the money now, he can afford to make it as good as anybody else, and so he intends to crash the top market in a big way, and give Wrigley and Beech Nut a run for the money.

Now, Leaf is showing his far-sighted genius by laying plans for a tremendous distribution of gumvenders with a deal to handle his gum. I know Sol personally, and can testify that he is a canny Pinochle player. One day he asked me about gum vendors, and I gave him answers to a great many shrewd questions . . . all the while he was making a 400 hand. If you haven't heard about Leaf's Spearmint gum and the other flavors, YOU WILL. And you will also hear about the most advanced and radically designed gum vendor dreamed possible. It's in the making. I can give you first hand knowledge because my fingers are in it. More about this anon.

Speaking of gum, Wrigley sent out a circular letter to all operators recently making inquiries as to possible quantities of gum they predict they may use during the next twelvemonth. They want to gauge their production. They announce with great pleasure that the old favorite brands will be back soon . . . Spearmint and Juicy Fruit and P.K.'s etc. They are about to launch a large SAMPLING campaign to re-introduce you to the delights of the old Spearmint flavor. They also enclosed a questionnaire asking operators what they feel is the most needed improvement on a gum vendor. What size and style the operator prefers, the capacity, the delivery mechanism, etc. If they get a lot of good answers to this, they have some valuable information that will aid in designing the type of vendor most needed. Lots of luck to you, Mr. Humphries. Hope you get some real ideas out of it.

* * * Jack Kelner

Heard in a London air raid shelter:

"Is there a macintosh in here that's large enough to keep two young ladies warm?"

"No, but there's a MacPherson who's willing to try," was the reply from a dark corner.

* * *

Those holes in Swiss cheese wheels are Naught but senseless ostentation. Limburger is the stuff that ought To have the ventilation.

* * *

"Please, Sir, can you tell me why the tide is not up this morning?"

"Yes, my child, it's because it was out late last night."

* * *

Those who live on hope are never burdened with excess fat.

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10c Play.....	225.00
25c Play.....	275.00
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Specify—Gold or Silver On Your Orders

REBUILT MILLS CHERRY BELL

5c Play.....	\$175.00
10c Play.....	200.00
25c Play.....	225.00

REBUILT MILLS BONUS BELL

5c Play.....	\$225.00
--------------	----------

SUPPLIES AND PARTS

Wood Cabinet.....	\$ 9.00
Drill Proof Plates—Set of 2.....	2.00
Gold Chrome Casting—Set of 3.....	27.50
Includes Diamonds, Cups, Coin Denominator Plate, Metal Reward Plate, Drilled, Tapped and Fitted.	
Gold Chrome Casting—Set of 3—Unpainted.....	17.50
Club Handle—Painted.....	2.50
Metal Reward Plate for Gold Chrome..... (2-5 or 3-5 Pay)	2.50
Coin Denominator Plate for Gold Chrome..... (5c-10c or 25c)	1.00
Knee Action Mechanism Set.....	2.50

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American Amusement Company

4047 W. Fullerton Ave., Chicago 39, Illinois

CAPitol 5300

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*When in the Market for Any Type of Machines
Wire or Write and Get Our Quotations*

Cookie Vending Profitable

NEW YORK—Cookie vending via machines, initiated during the war, is now in the process of expansion. Lawrence Reiss, president of Statler Distributors, Inc., announces that his firm has approximately 1,200 cookie vendors now on location in New York City and that follow-up inquiries show a very favorable response from all concerned. In some cases, cookie vendors have been installed in locations previously closed to candy and soft drink vendors.

Statler Distributors uses "Sunshine Biscuits," a product of Loose-Wiles Biscuit Co., in their machines. The five-cent packages carry the trade name of "Niks" and come in assorted flavors and types—clover leaves, fig bars, peanut butter sandwiches, chocolate covered grahams, etc. A similar line is made by the National Biscuit Co. and sold under the trade name of "Nabs."

Reiss' company is an affiliate of Statler Manufacturers' Corp. which produces a machine especially designed for cookie vending. The nine-column vendors have a capacity of 135 standard-size packets, but are adjustable to smaller or larger packages.

Present locations for the machines include beauty salons (Richard Hudnut), banks (National City, Empire Trust), department stores (Saks & Co., R. H. Macy & Co.), publishing houses (Popular Science Publishing Co., Hearst Magazines), factories, and business offices (Paramount Pictures, Montgomery Ward, Boy Scouts of America headquarters, Fada Radio, Decca Distributors). A survey showed an enthusiastic response from company officials. Reiss feels that all locations suitable for candy vendors are also good for cookie vending machines. This would include travel terminals, filling stations, recreation centers, parks, etc.

Chicle Imports Up

TAMPA—The nation's jaws can soon start moving again—imports of chicle are increasing. Chicle (pronounced *cheek-lay* in Spanish) is the basic ingredient of chewing gum. In its crude state most of it comes from Central America, principally Mexico, Guatemala, British Honduras. Now that more shipping space is available, imports are being stepped up.

Chicle is made from the sap of the sapodilla tree. The sap runs during the wet season which means that it may be collected from July to February. The process of collection is similar to that used in taking rosin from pine trees. V-shaped cuts are made in the bark of the tree trunk and a gourd or receptacle of some sort is hung under it to receive the sap which drains out in about five hours. A tree may be tapped once every five years—unless it dies after the first tapping. A mature tree will yield about five pounds of chicle per tapping.

The men who gather chicle are called *chicleros*. Working with a rope about his waist to aid him in climbing the tall trees, one *chiclero* can usually cut six trees during a morning. Then he waits for the sap to drain out and collects it in canvas bags.

The collected sap is placed in a large kettle over a fire until the moisture boils off. Solidified, the chicle is cut into blocks and shipped to its destination.

The crude chicle is refined by chopping it into small pieces and melting it. All stray bits of bark are carefully removed and then the dark, molasses-like liquid is mixed with sugar products and flavoring oils. After cooling, the chicle is rolled into thin sheets, cut into individual sticks, coated with sugar, and wrapped. Then we call it chewing gum but it's still called *chicle* in Spanish.

COMO LO VEMOS DESDE AQUI

Resumen de los sucesos importantes
en la Industria

Aumentando los servicios ofrecidos a nuestros lectores en los países hispano-americanos, la redacción de LA REVISTA tiene mucho gusto en anunciar este nuevo departamento que se incorporará en todos los números venideros. Por medio de dicha sección trataremos de darles en castellano las noticias más importantes de cada número de LA REVISTA con un resumen de lo que está pasando en los Estados Unidos del Norte y de lo que se puede esperar con respecto a máquinas y materiales nuevos de los talleres norteamericanos.

Esperamos que este nuevo servicio llegue a ser de verdadero provecho para ustedes. Recibiremos con gusto cualquier comentario que les guste hacer.

Resumen de Sucesos En La Industria:

Impedidos por huelgas en varias industrias suministradoras, los fabricantes de máquinas automáticas se han retrasado con sus entregas y solamente han podido hacer entregas esporádicas a varias secciones del país. Después de la reconversión, las primeras máquinas que aparecieron fueron juegos de novedades hechos, por la mayor parte, de madera. Pero de repente todo se cambió porque la madera fué colocada en la lista de artículos críticos y al momento casi todas las máquinas que estamos recibiendo son de acero con muy pocas cantidades de madera. Los tubos de radio han sido otro artículo escaso y esta escasez ha impedido las entregas de fonógrafos automáticos. Sin embargo, ya se van disipando estas dificultades. A pesar de todo, no hay duda de que durante el año de 1946 no habrá muchas máquinas nuevas disponibles para entrega fuera de los Estados Unidos del Norte. Algunos fonógrafos nuevos, principalmente los de Wurlitzer, Rock-Ola y Aireon, serán entregados en México, pero la suma total no será suficiente para llenar la demanda que existe para las máquinas nuevas.

Máquinas Usadas (De Segunda Mano):

Con la llegada del otoño habrá una cantidad aumentada de máquinas usadas listas para exportación. Esta cantidad se aumentará constantemente en proporción con la producción aumentada de máquinas nuevas. Muchas de las organizaciones distribuidoras más grandes en ambas costas del país están pensando en el comercio de exportación y están estableciendo departamentos de exportación, publicando catálogos, etc. Los primeros artículos sobrantes serán los fonógrafos, seguidos después de las máquinas para carnavales, los juegos de destreza, los juegos de dinero, etc. El mercado extranjero no puede contar con muchos vendedores automáticos.

NOTICIAS SALIENTES EN LA INDUSTRIA

Programa de relaciones públicas

CHICAGO—Coin Machine Industries, Inc. (Industrias de la Máquinas Automáticas)

ha iniciado un programa para alistar tantos operadores, negociantes medianeros y distribuidores como sea posible, en el programa de relaciones públicas que pronto será fomentado por dicha asociación. CMI cree que ya es hora de que la Industria diga a la nación los verdaderos hechos tocante a nuestro negocio—la magnitud, los datos de empleo, la cooperación durante la guerra, los programas para la creación de buena voluntad.

National Automatic Merchandisers' Association (Asociación Nacional de Mercaderes de Máquinas Automáticas), asociación de operadores de vendedores automáticos, inició una campaña para cobrar fondos para una actividad semejante hace algún tiempo.

Exhibición de

fonógrafos nuevos

CHICAGO—Para los distribuidores de Wurlitzer y de Seeburg, enero fué el "Mes del Fonógrafo Nuevo." En varias de las ciudades principales del país, se descubrieron las primeras máquinas de la época de después de la guerra. Wurlitzer presentó un nuevo fonógrafo automático con varias bocinas auxiliares y cajas musicales para la pared y para los salones de cóctel. Seeburg también concentró en un solo fonógrafo con varios accesorios. Los precios varían de \$700 a \$800 en moneda del país. Listos para exhibiciones a fines de febrero y a principios de marzo están los nuevos fonógrafos de Aireon y de AMI. En estos momentos Rock-Ola, Mills, Bally, Gabel, Packard y otros fabricantes todavía no han anunciado las fechas para sus exhibiciones.

Nuevos juegos automáticos

CHICAGO—En las salas de exhibición de los negociantes medianeros y distribuidores de la nación ya están exhibiéndose los primeros juegos automáticos de pasatiempo. Estos incluyen *Goalee* de Chicago Coin, *Total Roll* de Genco, *Stage Door Canteen* de Gottlieb, *Victory Special*, *Victory Derby* y *Undersea Raider* de Bally.

Williams Manufacturing está iniciando entregas de *Suspense*, juego nuevecito; y Pioneer Coin ya está haciendo entregas de *Smiley*, juego para mostrador, de precio muy módico.

Vendedores automáticos aparecen con lentitud

NEW YORK—Los Vendedores automáticos de cigarrillos, dulces y bebidas todavía están en las líneas de producción. En la actualidad unas pocas muestras no más han salido de los talleres. Las entregas prometidas no fueron consumadas porque la huelga de trabajadores en las fábricas de acero robaron los materiales a los talleres. La huelga causó un retraso de cuatro meses en la producción de los vendedores automáticos.

Los que pretenden saber dicen que todos los vendedores automáticos que sean fabricados durante este año ya han sido vendidos, sin beneficio de una exhibición, por los distribuidores. La capacidad de las fábricas no es suficiente para atender a la verdadera inundación de pedidos que han recibido.

COIN
MACHINE
REVIEW

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FOR
MARCH
1946

Awarded Game Line

LOS ANGELES—Charlie Robinson, of C. A. Robinson & Co., and Bud Parr, of General Music Co., are back from a flying trip to Chicago and announce that their respective firms have been awarded exclusive distribution on "Lite League" for the state of California. Game is entirely new and has no pins, plungers or balls. It may be operated anywhere for it is of the skill type and is finished in a streamlined cabinet with deep, natural maple molding in full rich color.

Robinson has also added the Bally games line to the extensive list of products jobbed by his firm.

Commenting on the trip East Charlie revealed that Jennings hopes to have a production of 200 machines a day very shortly. The Super DeLuxe is really clicking and Robinson is selling the machines as fast as deliveries are made. During the actual manufacturing procedure at the factory each machine is automatically played 5000 times—a fact which is in evidence by the lack of any operating difficulties when the new machines are placed on location. The Robinson firm is exclusive distributor for Jennings in this area.

Eastern Elec. Names Blake

LOS ANGELES — C. A. Blake, well known cigarette merchandiser salesman of the Pacific Coast, has been appointed distributor of the 11 Western states for the "Eastern Electric" cigarette vending machine now on display at the Blake Sales Co., 1028 W. 9th St., Los Angeles 15.

In the cigarette vending machine business for the past 14 years, Blake originally was Pacific Coast manager for Stewart and McGuire, Inc., New York City. Later, he was with another nationally known cigarette vending machine manufacturer. In his

association with Stewart and McGuire, Blake had the distinction of writing the largest single order for cigarette vending machines ever written in the cigarette industry. This was for 3,000 machines, all of which were delivered. Meanwhile, he organized the corporation that bought the machines and found locations for all of them in Los Angeles.

In these two ventures he has taken in a partner, Irvin Part of Cash Wholesale Tobacco Co., the largest cigarette, tobacco and candy wholesalers of the Pacific Coast.

While on a recent visit to New York City, Blake inspected the "Eastern Electric." "In my opinion, and from my 14 years of experience," says Blake, "it is the machine—and practical in every respect. It has long been the operators' dream to have a machine on location where the customer could merely drop his coins in the slot, press a button and get his cigarettes. In the East, I talked to many operators and have found the consensus to be that all machines will eventually be electric."

Parts Dept. Amplified

LOS ANGELES—The Parts Department at Badger Sales Co. is being enlarged to care for a tremendous increase in stock now in the process of arriving and being shelved for the coin machine trade. New facilities have been provided for the amplified line and March 15th one of the best known parts men in the business will arrive from the middle West to take over the management of this enlarged service.

"We have a terrific demand for parts for all types of machines and we intend to take care of all of the operator's needs," says Bill Happel. "There will be no sliding scale, snap judgment figures on costs. For the first time operators will enjoy wholesale prices, plainly indicated on established and

printed lists, on all items.

"We are authorized distributors for Coin Machine Parts Supply, Inc., known as COMPAS, and we have made contracts with Eastern tube manufacturers to aid us in taking care of our parts and supplies business which is growing by leaps and bounds."

Bare Slot Banditry

LAS VEGAS, Nev.—Uncovering of a gang of slot machine burglars operating in several states may be the result of the recovery in Fresno, Calif., of 7 of the 10 slot machines stolen from merchants here recently, Chief of Police Thompson reports.

Lead to the machines in Fresno was obtained when an investigator began checking the license number of an automobile which passed through the checking station at Yermo, Calif., with slots in it. Warrants for 3 persons have been issued by local police but only one, a woman, had been picked up by Fresno authorities on February 5th.

Special investigator acting for the operators traced the license number to Modesto and then to Fresno. In Fresno he picked up the trail of the asserted burglars and found the 7 machines in a garage. Evidence of other machines and the operation of a ring of slot machine bandits throughout the West was reported by the investigator.

* * *

The prairie tourist, marveling at New England's scenery, asked a New Hampshire farmer where all the rocks came from.

"The great glacier brought them here," the native replied.

"Well where is the glacier now?" demanded the tourist.

The farmer drawled, "It went back for more rocks."

COIN
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REVIEW

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FOR
MARCH
1946

Things Are Happening FAST!

The Wraps Are Off a Lot of New Equipment—Long-Heralded Machines of Revolutionary Design Embodying War-Developed Inventions and Improvements Are Reaching the Market.

John Q. Citizen Is Demanding the Best for His Money.

Are YOU Keeping Pace with This Flood of Events?

Operators, Distributors, Machine Manufacturers, Record Manufacturers—All Must Adjust Themselves to New Methods of Operating, New Equipment, New Products.

Keep Up with ALL the News

The COIN MACHINE REVIEW Keeps You Posted on Everything New in the Industry. You Can't Afford to Miss a Single Issue. Keep Abreast of the Times—It's Money in the Bank!

RENEW OR EXTEND YOUR SUBSCRIPTION NOW!

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1115 VENICE BLVD.

LOS ANGELES 15

Date.....

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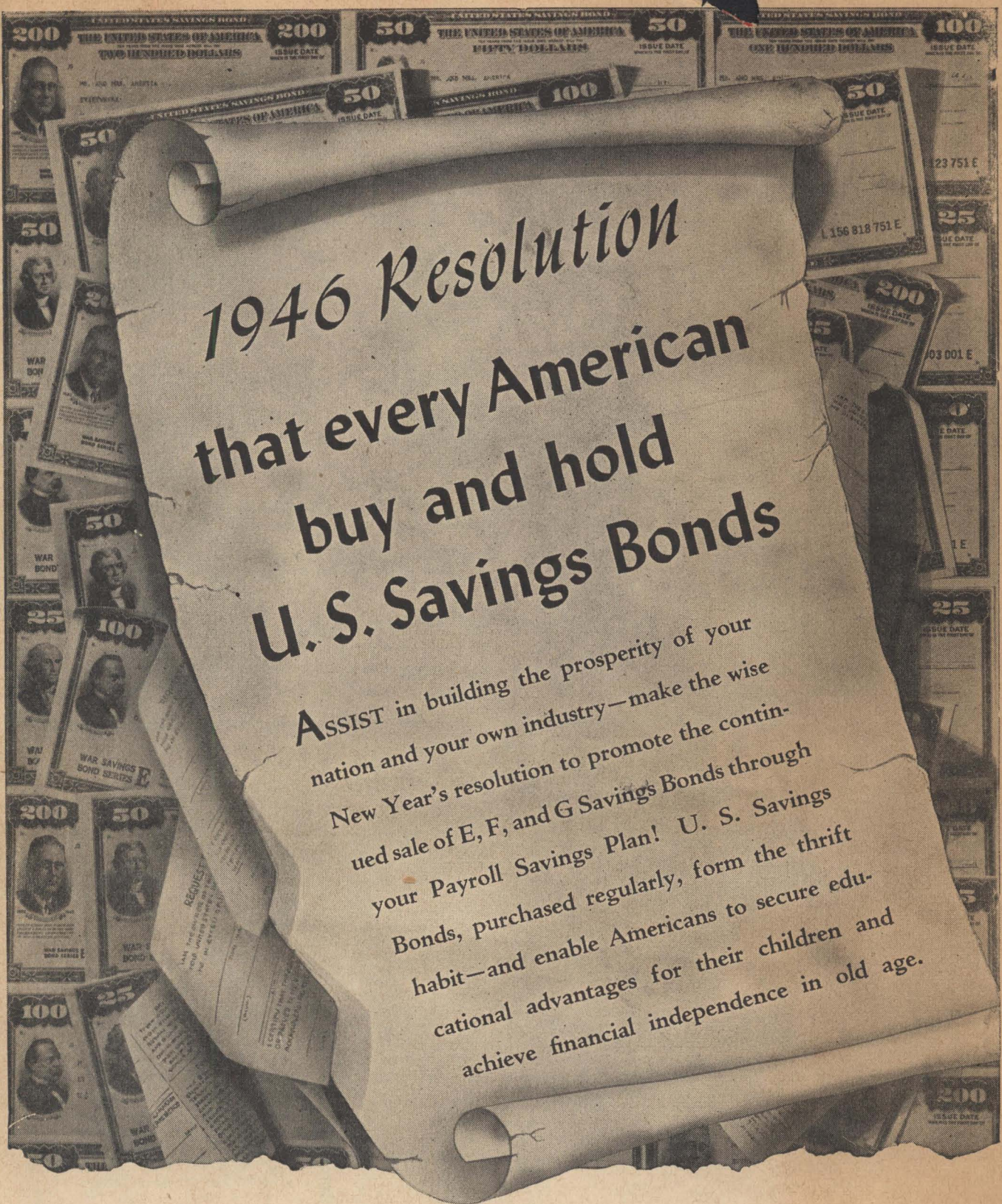
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City..... Zone..... State.....



1946 Resolution that every American buy and hold U. S. Savings Bonds

ASSIST in building the prosperity of your nation and your own industry—make the wise New Year's resolution to promote the continued sale of E, F, and G Savings Bonds through your Payroll Savings Plan! U. S. Savings Bonds, purchased regularly, form the thrift habit—and enable Americans to secure educational advantages for their children and achieve financial independence in old age.

The Treasury Department acknowledges with appreciation the publication of this message by

COIN MACHINE REVIEW

COIN
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1946



First With Hits By Popular Colored Artists!

NEW RELEASES

No. 367

"OO'WEE BABY, OO'WEE"
"WIGGLE WIGGLE WOOGIE"

DUKE HENDERSON
with JACK McVEA & HIS ALL STARS



No. 368

"WISE WOMAN BLUES"
"NO VOOT, NO BOOT"

DINAH WASHINGTON
with LUCKY THOMPSON & HIS ALL STARS



No. 103

"HERE AM I, DO LORD SEND ME"
"SHADY GREEN PASTURES"

FAMOUS GEORGIA PEACH
with THE HARMONAIRES



✓ Check These Recent Apollo Releases!

No. 362
"SOMEBODY CHANGED
THE LOCK ON MY
DOOR"

Wynonie "Blues" Harris
with Jack McVea and
His All Stars

"WYNONIE'S BLUES"

Wynonie "Blues" Harris
with Illinois Jacquet and
His All Stars

No. 363
"GONE WITH THE WIND"
"HERE COMES THE
BLUES"

Wynonie "Blues" Harris
with Illinois Jacquet and
His All Stars

No. 364
"BLUES AROUND THE
CLOCK"
(Part 1 & 2)
Willie Bryant with Tab
Smith Septette

No. 757
"TAKIN' OFF"
"IF I HAD YOU"
Sir Charles and His All
Stars

No. 102
"OUT THE FIRE"
"PAM-PALAM"
Duke of Iron and His
Calypso Troubadors

No. 756
"GHOST OF A CHANCE"
"BOTTOMS UP"
Illinois Jacquet and His
All Stars

Dealer-Operator { 100 SERIES—49c } F.O.B. N.Y.,
Price { 300 & 700 SERIES—65c } DET. or CALIF.

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1450 BROADWAY, DETROIT 26, MICH.

LONGACRE 3-1758
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RANDOLPH 2824

COIN
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Ideas, Anonymous

Have you ever been drifting off to sleep when suddenly, out of nowhere, a bright idea struck you? "Now, that really might work," you told yourself, "I'll remember that in the morning."

Or has some chance remark in a conversation or something you read given you a new idea? "Boy, I've got something there. I must remember to try that," said you.

But you were always too busy and after a while you forgot your marvelous idea. Few of us have time to pursue an idea until we have it nailed down, labeled, and ready for use. In other words, few of us are geniuses. But we can all improve our performance.

Some develop a technique for handling stray ideas. We know one person who keeps a memo pad on the night stand beside the bed. Regardless of the hour, when an idea, no matter how vague, arrives, it is jotted down on the pad. Ideas striking during the day are noted in a pocket memo—surreptitiously, if necessary. All ideas are filed in a box devoted to that purpose. Then, when time permits or circumstances demand, our friend delves into the box, selects a desired idea, and gives it critical inspection and concentrated thought. It's a good system—must remember to try it some time!

Gag-writers and comedians use the same technique. In their business it becomes a complicated net-work of card filing with indices, cross-references, and so forth.

An article we read recently started us to thinking about this idea business. We recalled how many industrial plants have found it profitable to encourage workers to submit their ideas for improvements. The amount of money and man hours saved by the application of workers' ideas has never

been computed, but the total, if calculable, would be astounding. Why, we asked ourselves, can't this be applied to the coin machine industry?

First, take a look at the possibilities—manufacturers, jobbers, distributors, operators, servicemen, mechanics, salesmen, engineers, shopmen, office and factory workers and customers—all are potential sources of ideas. If each worker in the industry all along the line would jot down every idea he or she had for the improvement of the service rendered our consumers, we should have a veritable gold mine.

In an office or factory, a suggestion box, placed in a convenient location, could receive these ideas. A very little clerical time once a week could be given to filing ideas and suggestions. Where ideas touched another branch of the industry, they could be passed on to the idea department of that branch.

For example, a customer says, "Why don't they put a gadget on that machine that will do thus-and-so?" The location-owner reports the idea to the serviceman. He passes it on to the operator and it proceeds up the "chain of command" until it reaches the manufacturer. Perhaps the idea has value and he turns it over to his engineers. Not only has the industry gained but, in the case of suggestions received from customers, customer reaction is being recorded to guide a public relations program.

Where national, state, or local organizations of operators, distributors, or manufacturers exist, the organization could serve as a clearing house for ideas. It would be well worth the annual dues if a member could call in and say, "I have a problem. What do you have in your files about such-and-such?" Skeleton ideas or references to sources would be sent to him at once. Per-

haps none would exactly meet his situation but one might give him an idea which just fits the bill. It works and he reports it back to the clearing house so that some other fellow may have the benefit of it.

Yes, there is much to be gained from exchanging ideas. Why not give it a try in your organization?

* * *

Judge (to culprit caught moonshining): "All right you may present your case to the court now."

Moonshiner: "I'm sorry, Judge, I don't have a case. I just gave 12 bottles to the jury."

Keep 'Em Playing

Your old machines will have to hold your locations for a long time to come for only limited amounts of new equipment will be available in the months ahead. We can keep them in top working condition, and give them the "shot in the innards" that will give continuous uninterrupted play. Bring them in today for prompt attention.

OPERATORS SERVICE

(Jimmie Rutter)

2307 W. Pico, Los Angeles 6
DR. 5015

Red Hot NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: Settlement of the steel strike will give added impetus to coin machine manufacturing but the strike did delay production terrifically and some manufacturers claim it has thrown them four months behind on planned production. But steel has not been the only critical item. There still exists plenty of shortages on other component parts of the average coin machine and until ALL factories are back to normalcy no appreciable amount of equipment will be trickling through. Samples and spot deliveries - Yes; but this only serves to whet the appetite for more and the smart manufacturers are waiting until they can follow through and give a full serving to appetites created. We see June and July at this moment as the earliest dates for any great amount of new equipment. Some will say we're two months ahead and September is a better bet. We'll stick to June and July.

PHONOGRAPHS: Models shown thus far have had terrific receptions and it will not be a case of SELLING. Instead it will be a job of SUPPLYING. A quick check across the nation revealed that most distributors had sold all of the machines they expect to get during the present year. This is in line with a prediction we made last month that "demand for new phonos won't be filled until late '47." We'd like to amend that, at this point, to Spring of 1948. On paper it works out that way. We figure that the 1946 production will not fill more than twenty-five percent of needed phonograph replacements. Prices: Operators are complaining about the cost of auxiliary equipment more than the instrument prices. A range of \$650 to \$850 was expected, but speakers at \$159.50, plus freight, are causing the shouts. So far only one major manufacturer has gone off the deep-end on such an item. Operators hope for a maintenance of low cost speakers as long as the initial investment in instruments has advanced. Exports: No! With the limited supply of equipment available there is little likelihood that any distributor will cultivate the foreign market on new phonos. If he does it will be at outlandish prices and there is little hope for "suckers." These foreign buyers are extra cautious and you might just as well know it from the start.

VENDING. This is a turbulent field. All kinds of new names will make their appearance in the months ahead. Some will deliver; others will talk about future deliveries. Leaf Gum, Chicago, is getting ready to cater to this field. Not only will they supply the product but a very modern vendor as well. Adequately financed they expect to give Wrigley something to wiggle about. Sandwich Vendors to vend pre-packed sandwiches are in the offing. One or two machines on the market at present could be adapted to such use. Soft Drink Machines will blossom out in abundance once the supply of soft drinks makes their presence profitable for operators. We've accumulated a tremendous list of firms expected to be active in this field. You'll hear from these manufacturers as time goes by.

WIRED MUSIC or telephone music seems due for a tremendous revival. In Chicago Jennings, Rock-Ola and AMI are preparing new "Voice-By-Wire" or telephone music offerings.

USED EQUIPMENT was never more in demand than at present. Operators seem to sense a delay in the new machines and are filling in with the old and reconditioned machines. It's a good practice to follow for some time to come.

Did You **KNOW** that...

A survey of cases in which the lie detector was used, showed that the instrument was about 30 per cent wrong.

The four ridges woven near the edges of a sailor's neckerchief signify that they represent the four major U. S. wars.

A mature sequoia tree's roots spread over an area of two or three acres.

The largest city in the world named in honor of Christopher Columbus is Columbus, Ohio.

A Stephen Foster memorial building on the University of Pittsburgh campus houses the large collection of Foster's songs, manuscripts and letters, collected by the American chemist Joseph Kirby Lilly.

Every great race horse that has lived in the last century is related to three English thoroughbreds: Matchem, foaled in 1748; Herod, in 1758; and Eclipse, in 1764.

The Potomac Baseball club, the first one organized in Washington, in 1859, was the pioneer club of the South.

Edward Payson Weston, at the age of 70, in 1909, walked 3,895 miles from New York to San Francisco in 105 days, and a year later 3,483 miles from Los Angeles to New York, in 77 days.

Some of the metal alloys recently developed have only one rival in hardness, and that is the diamond.

The 19½ million fur animals trapped annually in the United States and Alaska does not include ranch-raised animals. No complete record of the entire trapping can be obtained, since some states do not keep adequate records.

The south celestial pole has no star which marks it. It is in a dark region of the sky.

The average locomotive in road freight train service consumes about one ton of coal for each nine miles of travel.

The Japanese no longer use the term "hari-kari" but have substituted the word "Seppuku," which is a compound of Chinese roots conveying the same meaning.

Although New York, with nearly 2,000,000 telephones, is the leading city from the standpoint of numbers, it is San Francisco, with more than 44 phones per 100 inhabitants, which is considered as having the largest telephone development of any large city, followed by Stockholm, Sweden, and Washington, D. C. Next to New York in number are Chicago and London.

Rabbit nerves, transplanted into the tissues of wounded soldiers, repair shattered nerves and save untold numbers of lives, legs and arms.

Latin America constitutes only about one-third the total export market for American goods.

A new defect of the eyes, recently discovered, is called "amielkonias," in which the two eyes, as interpreted by the brain, are unequal.

The first harmonica band was organized by Albert N. Hoxie in Philadelphia, in 1921.

The average life of a milk bottle is from 50 to 60 trips.

Refrigerated food lockers were first used in 1903, on the Pacific coast. They did not begin to be used extensively until 1935.

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doing business with them.

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ADVERTISERS ARE REPRESENTED IN
THIS ISSUE OF THE REVIEW . . . MORE
THAN IN ALL THE OTHER MONTHLIES
COMBINED. WHY? RESULTS COUNT!
THAT'S THE ANSWER

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FOR
MARCH
1946

BARGAIN Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—

We specialize in repairing slot machines. Special attention given to clock and escapator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: CItirus 2-2261. (TF-C)

CIGARETTE AND CANDY—

Vending Machines—All makes and models, lowest prices, from operators being drafted. Unneeded Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

WANTED FOR CASH—

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CORRESPONDENTS WANTED—

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

PRECISION REBUILT—

5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (MAM-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

POSTAGE STAMP MACHINES—

For sale: seven Shipman Triplex (latest model) brand new, \$40.00 each, FOB. Will sell separately. STOUT, 4960 Drexel, Chicago 15, Ill. (FMA-P)

BALL GUM SUBSTITUTE—

Many operators are now using Glass Marbles; can still supply, Barrel 50,000, \$54.50; keg 21,000, \$23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, \$9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

CHOCOLATES—

Fruit Cake, Gift Chests, Cigarette Lighters, Billfolds, Razors, Dolls, Bears, Scotties, Vanities, Cedar Chests, Portable Bars. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minn. (J-C)

WANTED—

Broken Scales for Parts—all makes. Also Scales in GOOD order. Cigarette Vendors—Nationals preferred. HEINEMAN, 656 Selden, Detroit 1, Mich. (JFM-P)

FOR SALE—

24 Bally cup drink vending machines in good working condition—\$250.00 each. BOX 760, c-o THE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (JFM-P)

FOR SALE—

Reconditioned Consoles in storage two years: Paces Reels Sr., late model, \$100.00; Paces Saratoga Sr., late model, \$100.00; Paces Saratoga, without rails, \$65.00; Paces Reels Jr., late model, \$75.00; Original Jar O'do Dangling Duckets bingo tickets, 1000 on stick for \$1.00 each in case lots of 50 only. A. E. CONDON SALES CO., 1424 Main St., Lewiston, Idaho. (M-P)

FOLDERS—

Postage Stamp Vending Machine Folders—39c per thousand when ordered in multiples of twenty five thousand. THE TRANSWESTERN CO., 742 Market Street, Rm. 230, San Francisco, Calif. (MAM-P)

DEVIE DEVLET—

Buyer of Used Records, now at 4621 East Ocean Boulevard, Long Beach, California. Wire or write—don't telephone. (MAM-P)

TAKE TIPS—

120 Tickets to Book, bundles of five, bargain, \$17.00 per gross. G. E. LYNCH, Lynch Block, Oil City, Pa. (MAM-P)

Ca
Strip
Rockf

FOR SALE—

26 Victory P
\$37.00 each, plus
deal. W. H. NIND,
mont, Hollywood 27,
OLympia 6559, after 7 p.m.

WANTED—

Some man with capital to go halves
Veteran on 5c and 1c slots, also ven
machines and other amusement machin
I have car and can locate around 500 good
spots. Write DOWELL'S AMUSEMENT
CO., Bloomfield, Kentucky. (MAM-P)

COIN COUNTERS—STANDS—

Original, accurate polished aluminum coin counters. Formerly sold through dealers. Now sold direct "Factory-to-You." 1c—\$1.35 each. 5c—\$1.35 each. Combination 1c-5c, \$1.75 each. Hard to get 30 lb. Cast Iron Stands, 1" pipe, black finish, \$5.50 each. Now available, New 1946 Silver Kings. Write for quantity prices. SILVER KING CORP., 622 Dwyer Parkway, Chicago 14, Ill. (M-C)

WANT—

Book-Match Vender, 1c, with glass covered dice-roll in top. W. C. STERLING, Steubenville, Ohio. (MAM-P)

COIN
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REVIEW

95

FOR
MARCH
1946

Your RED CROSS
must carry on!



The Nation's Leading
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DISTRIBUTORS and
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tightened, cleaned and
greased. Defective
parts replaced. Have
them buffed and
painted. We call and
deliver.

Coin Machine Service

1070 Thompson St.
Glendale 1, Calif.
Tele. CItirus 3-3721



Contributors



A survey of cases in which a detector was used, showed that the percentage was about 30.

The four riders of a sailor's representative.

A record over 20, 1946

Seeburg Corporation

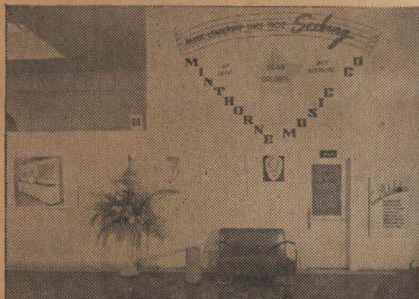
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CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

It's
SEEBURG
That Clicks
—for '46!

SEEBURG "146" SHOW — MINTHORNE MUSIC CO.

Los Angeles, Calif.



We invite you to see the new SEEBURG "146" now on display in our showrooms. This is the Number 1 phonograph of 1946. Not a re-hash of an old model—but COMPLETELY NEW. New appeal, new interest, new easy-to-operate features—and SCIENTIFIC SOUND DISTRIBUTION.



MINTHORNE MUSIC COMPANY

LOS ANGELES 6, CALIF.

2916-20 W. Pico Blvd.

Parkway 2177

PHOENIX, ARIZ.

R. S. (Bob) Anderson, Mgr.

512 W. Washington St.

Phone: 30163

DISTRIBUTORS FOR SEEBURG CORP. and BALLY MFG. CO.

WURLITZER

LAUNCHES A

TRIPLE-ACTION

National Advertising Campaign

... to further popularize WURLITZER Locations and make more money for Wurlitzer Factory-Approved Music Merchants

Part of Wurlitzer's Program to extend its leadership is the FIRST and ONLY NATIONAL advertising campaign ever launched to popularize phonograph locations.

This sensational step to promote phonograph play and profits will cause location owners and location goers alike to want only a Wurlitzer Phonograph.

The public will look for locations that have Wurlitzer Phonograph Music, "America's Favorite Nickel's Worth of Fun". Wurlitzer Factory-Approved Music Merchants and Wurlitzer Location Owners will make more money.

WURLITZER "TRIPLE ACTION" ADVERTISING CAMPAIGN will reach Everybody... Everywhere



Watch
WURLITZER
EXTEND ITS
Leadership

CLARK DISTRIBUTING COMPANY
Exclusive WURLITZER Distributors
FOR THE PACIFIC COAST

SAN FRANCISCO	LOS ANGELES	SEATTLE	PORTLAND
415 Brannan St.	1561 W. Washington Blvd.	906 Elliott Ave., West	1005 N. W. 16th Ave.
SUtter 5342	REpublic 4155	GArfield 0427	BEacon 3218

NATIONAL

Full page, full color Wurlitzer SATURDAY EVENING POST, COLLEGE LIBERTY during 1946 will tell all for the Wurlitzer Sign of the Music they'll find "America's Favorite Nickel's Fun".



BILL POSTERS

Colorful bill posters from coast to coast, many of them in your own locality, will tell everyone who rides or walks "It's fun to go where you can play Wurlitzer Music".



SIGNS IN LOCATIONS

Wurlitzer Musical Note decalcomanias and colorful, play-promoting Wurlitzer posters in permanent frames in Wurlitzer Phonograph locations everywhere will stimulate play on and profits from every Wurlitzer location.

Did You **KNOW**

that...

A survey of cases in which a detector was used, showed that the percentage was about 30%.

The four riders of a sailor's representative

A over 20, is a Good Buy. For example, we have four exceptionally fine routes right now priced at

ROUTES

RG have specialized in buying and selling routes of merit. We buy them and sell them right! Every route we have listed has been thoroughly investigated

over 20, is a Good Buy. For example, we have four exceptionally fine routes right now priced at

\$30,000 — \$60,000 — \$100,000 — \$110,000

Each route is active and producing and full records are available for your examination. Each route is located in the state of California. We invite your consideration and inspection of these offerings.

AVAILABLE TO RELIABLE OPERATORS ON TIME PAYMENTS

FINANCING

To Operators in the West we offer an exemplary financing service gauged to serve every need of the Operator in these transitory times. If you contemplate a route expansion and need additional finances to purchase the necessary machines, we'd like to discuss it with you. If you would like to buy out a competitor, re-finance your route, or sell your route, our service will be of interest to you. May we explain our program?

BETTER BUILT BY BUCKLEY

This well-known slogan was famous before the war—and will be still more famous when new BUCKLEY equipment makes its appearance. BUCKLEY BUILDS BETTER and before long the inventive genius that is BUCKLEY will be on our showroom floors. We can promise music and game operators some startling innovations in coin-operated equipment. It's good business to see them all before you buy. We feel sure you'll agree . . . YOUR BEST BET IS BUCKLEY!!!!

GENERAL MUSIC COMPANY

DISTRIBUTORS

Fred Gaunt, Manager
2277 West Pico Boulevard
Los Angeles 6

WILLIAM PARR
Owner

Ernie Brennan, Manager
1157 Post Street
San Francisco 9